# CHENTSIA DRUGSI

The newsweekly for pharmacy

October 17, 1987

a Benn publication

Pharmacists to compete for FP services and NHS contracts says Mr Silverman

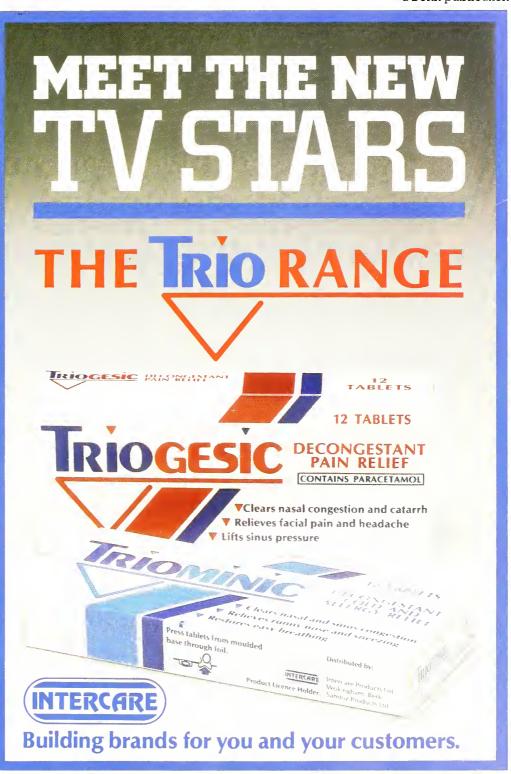
DHSS should pay towards PPA computer links, says Council

AAH appoint
Worling to
Board and buy
Rudge wholesalers

CTPA secretary killed in Burma air crash

AIDS campaign attacked: Welsh Conference

Glaxo profits up 22pc but shares plummet



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**DON'T RUN OUT AND LOSE OUT** 

October 17, 1987 Volume 228 No 5595

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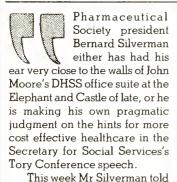
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News extra

Counterpoints

Prescription specialities

Pharmacy economics

C&D he believes that the community pharmacist blessed earlier this year with limitation of contract and some measure of protection against leapfrogging — may yet have to compete for NHS dispensing and other health service contracts (p764). He suggests that Family Practioner Committees may only respect contracts where the pharmacy, and presumably the standard of practice within it, reach "certain standards". And he goes on to say similar controls may be applied to agencies wanting to supply other community health services both pharmacy and nonpharmacy contractors. Both Alan Smith, chief executive of the Pharmaceutical Services Negotiating Committee (p764), and Mr Silverman, seem to regard this is as a challenge for



the profession. That any such proposal might be considered a challenge is, perhaps, the understatement of the year.

Provided that the NHS dispensing contract remains with retail chemist and that doughty band of dispensing doctors that is dotted around desolate rural areas, then pharmacy has nothing to fear. But if the Government wants to foresake full Hiah Street pharmaceutical service with its free healthcare advice, for a "knock 'em out at any price" back street booths, then it is not only pharmacy that needs to watch its back, but the tax paying patient as well. As for other healthcare services; well Junior Health Minister Edwina Currie made it plain to C&D at Chemex (September 26, p588) that pharmacists must start

executing the new roles they and others had identified for them charging the public rather than waiting for NHS payment - or risk losing out to others.

the And at Lincolnshire Pharmaceutical Committee Conference (C&D. October 3, p667) Mr Smith was at pains to warn pharmacy of another spectre in its dispensary cupboard — the private doctor as dispenser and medicine salesperson.

Both Mr Silverman and Mr Smith are right in calling on pharmacists to face up to the healthcare challenge that may be meted out by Government, but certainly will be made by other retailers and health professionals in the areas of medicine sales, advice and diagnostic services. They are right to be confident in the ability of pharmacists to meet that challenge. Pharmacists must awake to the opportunity spelt out for them in the recent health debate, train both themselves and their staff wherever necessary, to fit pharmacy better for new roles. And, in the words of a former British Lions rugby union team captain we must "Get our aggravation in

first."

## NHA contract/service :..as White competition predicted

Community pharmacists may be asked to compete for NHS dispensing contracts under new Government proposals to be unveiled soon, predicts the president of the Pharmaceutical Society, Bernard Silverman. And competitive tendering for additional services is not unlikely, he warns.

"A competitive situation will be created in every branch of the profession as a result of consultations on the primary healthcare discussion document." Mr Silverman told C&D. "In community pharmacy we have a new contract and control of entry. The second stage is going to be the undertaking of extra services against a background of meeting certain standards. The other party to the contract is the family practitioner committee; it is not unlikely that pharmacists who meet these standards will be the ones that get the contract and retain it.'

He would not rule out competitive tendering for services either. "This is already happening, for example with the supply of oxygen concentrators. There is no reason to believe it will stop there.

Competition will come from outside the profession too, he said. "People will be competing to distribute healthcare information; for example, libraries and post-offices. We must back up our claim that pharmacy is the right place for this kind of information."

Turning to the hospital service, Mr Silverman said that if pharmacists wanted to continue occupying positions in senior management, then the service must be developed with planning and cost-saving exercises in mind. If not, those positions would be lost, he warned. "There is already evidence of this in the Yorkshire Health Authority.'

Mr Silverman said that in academia the question being asked is: "Why must pharmacists teach pharmacy students, why can't it be other scientists?" In industry the question is: "Why use proprietary medicines when generics are cheaper?'

Mr Silverman said his warning was not prompted solely by the speech from Social Services Secretary John Moore at the Tory Party Conference last week (p765). It also stemmed from his meetings with other Government members, including the Junior Health Minister, Mrs Edwina Currie. He added that no-one who is aware of Government thinking could be surprised at these proposals. "Costeffectiveness is its key word. The NHS is



Bernard Silverman PSGB president

increasingly costly and money must be released for other areas, for example, fighting AIDS."

He declined to comment on whether these proposals were included in the White Paper on Primary Healthcare.

The president repeated Sir Kenneth Clucas' statement at the British Pharmaceutical Conference in September when he urged pharmacists to seize the opportunities as the Government presented them. "He did not say get on with implementing all of Nuffield. There is no time for 'chewing the fat' on supervision, etc. We must take some initiative." Mr Silverman said this was his warning to the profession urging them to rise to the challenge (see C&D, September

Earlier he told pharmacists attending the Welsh Pharmaceutical conference in Porthcawl at the weekend (p787) that the profession was entering a period when the services offered and their effectiveness were under challenge. "Everyone must realise that in the years ahead there is no room for complacency. People who think they can continue the job in the same old way have their heads in the clouds. Changes will be thrust upon them by Government policy."

## Paper looms...

Recent hints from health ministers suggest the Government's White Paper on Primary Healthcare could be published within the next few weeks.

And there is mounting speculation that the paper will propose an extension of the competitive tendering into the family practitioner services.

Community pharmacists should not be afraid of competition, but health care will suffer if competition is too keen, says National Pharmaceutical Association director Tim Astill.

It is not right that healthcare professionals should compete as if they were supermarket chains, he told C&D. He added that there may be some truth in Mr Silverman's forecast this week.

The Pharmaceutical Services Negotiating Committee believes that diagnostic testing is one of the most likely things to be put out to tender.

'We hope and pray that there is no tender for NHS dispensing," says chief executive Alan Smith, "because if that happens the profession will be taken to the cleaners. People will cut their quotes to the bone and will not be able to provide a professional service."

Domiciliary oxygen and the provision of health information are other services that could be put out to tender, but Mr Smith points out these are areas where the pharmacist can offer the best contribution. "He is ideally placed — it is a challenge rather than a threat," he says.

Diagnostic testing offers a great future, Mr Smith says. "I also long for the day when service items, such as weighing scales, appear back in pharmacies. Shops went through a stage of merchandising gone mad when a lot of these service items were thrown out."

However, the time is not right to contract out hospital dispensing services, Mr Smith feels. "I do not think the DHSS has got enough information to do a meaningful cost comparison.

It now seems almost inevitable that the White Paper will be published before the Society has had time to consider the responses to its Nuffield discussion document. The items included both in PSNC's "Pharmacists' Charter", the Green Paper on Primary healthcare, and Nuffield will be those introduced first into community practice, predicts Mr Smith.

He also hopes to see something on incentive payments (erstwhile known as a good practice allowance).

#### ...and Moore speculates at Tory conference

Hospital pharmacy services are believed to be under consideration for inclusion in a fresh round of "privatisation" feasibility studies with an expanding role for the private sector in helping to secure "value for money" in the NHS.

While refusing to name the specific areas he has in mind for future private sector involvement, Mr John Moore, the Social Services Secretary speaking at the Conservative Party Conference in Blackpool last week, was adamant that "sterile political argument" could not be allowed to stand in the way of extending competitive tendering within the hospital services.

Savings made from privatising the cleaning, catering and laundry sectors had resulted in some £100 million a year being made available for patient care. Mr Moore insisted: "There is no reason why other fundings should not also be subject to competitive tender."

Expectations of a significant increase in the NHS budget in the coming financial year were heightened by a forecast by Chancellor Nigel Lawson that an economic growth rate of 4 per cent — instead of the 3 per cent anticipated in March — is likely to be achieved in 1987.



"We're just getting a few preliminary measurements in so we know what we're looking at when you're privatised."

At the same time there were further indications that the stepping up of direct Exchequer provision for the NHS can be expected to reach nearly £21 billion in 1987-88, and will be accompanied by another "above the rate of inflation" increase in prescription charges.

Mr Moore conceded that the Government remains politically vulnerable over the funding of the NHS, with adverse publicity over the rises in prescription charges, ward closures and the shortage of nurses giving credence to talk of financial "cuts" at a time, in reality, of increasing provision.

He reaffirmed the Government's determination that NHS resources must increase, but admitted that there was no hope of matching "the continuing, escalating, insatiable demand".

## AIDS through virus family?

Recent research suggests there is a family of retro-viruses all capable of causing AIDS and the AIDS Related Complex (ARC), according to Dr Colin Griffiths (see also p787).

Two strains have so far been identified but it is likely there are many more waiting to be discovered, and it was evident that people could be infected by more than one strain, he said.

It was also apparent that the longer a person was HIV positive, the more infectious they became.

Dr Griffiths reported that a recent letter in *The Lancet* had highlighted what is now the most "plausible" explanation as to how HIV first infected man. The virus is related to one common in the blood of some African monkeys. In 1971 *The Lancet* published an anthropologist's paper on sexual practices in Africa. It describes how men sometimes inject themselves in the groin with monkey blood to improve sexual performance. In different areas they use blood from the local monkey population which may explain the number of different strains of the virus.

Dr Griffiths said there was still no real idea of the size of the problem in the population. Peter Jenkins (Abercynon) asked if the Government was playing down the size of the problem. Dr Griffiths did not believe there was a cover up. "The Government is publishing the figures as it gets them. The problem is one of slow reporting. In any six month period it takes up to two years for the figures to get into the system and be analysed." A recent change in factors governing the clinical diagnosis of AIDS would improve reporting, Dr Griffiths said.

## Hospital 'chemist' to register?

The Pharmaceutical Society's
Council is to recommend that the
hospital shop run from the
pharmacy at St George's Hospital,
Lincoln, should either be
disassociated clearly from the
pharmacy or run as registered
premises.

The shop is located in the hospital pharmacy reception area (*C&D*, June 27, p1266). It sells General Sale List medicines, hair care, dental care and sanitary products, deodorants, tissues, items for diabetic patients and T-shirts and mugs used to support the hospital. The shop is staffed by volunteers and, although situated in the outpatients waiting area, is used mainly by hospital staff rather than outpatients.

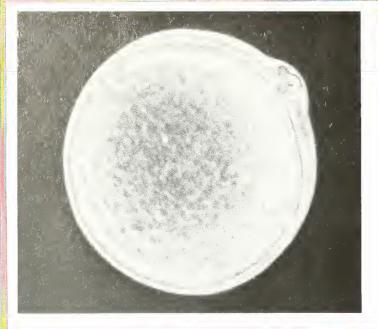
The Practice Committee considered at this month's Council meeting that the

public might think the shop was part of the pharmacy, as there was a notice over the entrance saying "Pharmacy" and a family health care stand, available only to pharmacies, was on display.

The Committee felt that comments would not have been made about the shop if it had been clearly disassociated from the pharmacy. It was agreed that if the premises were simply run as a shop then the Council could not object, although it might have reservations about certain aspects. However, if the premises were to be regarded by the public as part of the pharmacy, then they should be registered as a pharmacy and a full pharmaceutical service, including the sale of pharmacy medicines, should be provided.

Council agreed to inform the pharmacist concerned that the premises should be conducted either as a shop or as a registered pharmacy.

Allen & Hanburys are to market Belgian firm UCB's anti-histamine, cetirizine for conditions such as hay fever, perennial allergic rhinitis, pruritus and urticaria.









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## Lloyds in FPC contract mix up

A Sandwell pharmacist is considering legal action after Lloyds Chemists opened next door but one, having lodged their application with the wrong FPC.

Mr Vijay Sudera says his business at Cape Hill, Smethwick is now threatened when he had been assured in April and July by Sandwell FPC that there were no "beat the contract" applications pending in his area. Feeling that his Smethwich business was safe from competition for the time being, Mr Sudera opened a second business in Edgbaston, coincidentally round the corner from an existing Lloyds business.

However, Lloyds had lodged an application to open near to Mr Sudera's Krishna Chemists with neighbouring Birmingham FPC, and it appears that, in the deluge of applications received by Birmingham, this was not picked up until September, when it was finally forwarded to Sandwell. So, although Mr Sudera had

been reassured on a couple of occasions, on September 30 he found himself in direct competition with the burgeoning Lloyds group. "If they had not applied to the wrong authority I would have known where I stood and might not have opened my second shop," Mr Sudera told C&D. He says he is taking legal advice and if necessary will "take it all the way".

Lloyds commercial director Dick Turner admits that they applied to the wrong FPC. "It was picked up, the FPC agreed our application and the registration was exchanged from one FPC to the other," he said.

Mr Broadbent of Sandwell FPC said he had every sympathy with Mr Sudera. "But the application and circumstances surrounding the application were approved by the FPC after consultation with the local pharmaceutical committee." Mr Broadbent explained to C&D that Sandwell, a group of small industrial areas grouped together, is totally surrounded by other metropolitan districts and there is a problem in a number of areas of deciding where Sandwell ends and other districts start. "It is extremely difficult for people who do not know the area to tell, in some places, exactly where they are," he said.

## Hospital pay deal delayed

It looks increasingly likely that December is the earliest date for a settlement of this year's hospital pharmacy pay award.

Staff side secretary Dr David Bird told C&D that he was trying to set up a meeting with the management side of Whitley Council but this was not unlikely to happen before December.

A number of events in the interim might give some idea of how the Department might consider any increase on the rejected 3.95 per cent offer. Medical Laboratory Scientific Officers are currently voting on a 5 per cent offer, and the biochemists, physicists and pyschologists are to meet with the Department on November 11. Any offer made at this meeting might give some indication of the treatment of pharmacists.

Speech therapists, discussing a new flexible grading structure linked to "a considerable amount of money" — "whatever that means in NHS terms" — appear to be near agreement, Dr Bird understands. But he says that whatever happens, the Guild will insist that flexible grading and pay are treated as separate issues. "We are talking about a grading structure that might operate for 10 years. We don't want to be pushed into a system because there is a 'better' pay offer on the table."

## An alternative French dressing

"Sparadrap microporeux anallergénique" is the latest French offering to appear on the shelves of some British pharmacies. Whether the public can read the packet is probably not important in this case; the contents are Micropore tape.

3M Group's sales and marketing manager Ian Francis says the company has

had several reports of the availability of EEC-sourced Micropore in Britain, probably coming in as "make-weights" on orders by parallel importers.

Profits can be made from such an operation. C&D found a 2.5cm by 5m roll, complete with plastic dispenser, being sold for around £0.70, (list price £1.11.)

Micropore is not licensed, so there appears to be no barrier to its importation. However, for prescription usage, it is available on the Drug Tariff and has to be labelled appropriately, including the correct BP specification. The French sample C&D obtained OTC, is not.

#### Fusidic acid helps in AIDS

An AIDS patient showed a striking improvement when treated with fusidic acid, according to a report in The Lancet last week.

The man had been given isoniazid, ethambutol and rifampicin for *Mycobacterium tuberculosis* infection, in addition to antiparasitic and local antifungal therapy, but had failed to improve after six weeks. Fusidic acid 500mg three times daily was then added in the hope that it might act synergistically with the other drugs; it is also active against *M. tuberculosis*. Two weeks later his fever went, he began to regain weight and be has remained well ever since.

The doctors who gave the treatment at University Hospital of Copenhagen worked in collaboration with scientists at the Clinical Research Centre, Middlesex. They say that although the clinical improvement may have been fortuitous or associated with fusidic acid's antibacterial activity, a direct anti-HIV activity was shown *in vitro*. The drug does not appear to be a reverse transcriptase inhibitor and its mode of action against HIV is unknown.

The authors believe fusidic acid merits further investigation as a cheap, convenient therapy against HIV, and further studies on its mode of action are underway.



Junior Health Minister Edwina Currie was able to get her teeth into some "healthy treats" at last month's Chemex Exhibition. Eddie Woztanek, national account manager for Jenks Brokerage, Hermes Sweeteners' UK distributors, is seen advising the Minister to take it easy. After all he did not want to be accused of trying any "monkey business" by offering her banana bread

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#### Brunel publish rural report

A report on the relationship between rural pharmacists and GPs has been published by the Brunel Institute of Organisation and Social Studies.

The report was commissioned by the Rural Pharmacists Association and previewed in C&D, June 20. Copies are available (£5) from the author, Professor David Marsland, IOSS, Brunel University, Uxbridge. Keith Jenkins, a pharmacist instrumental in setting up the project, comments: "The emergence of the present Government with virtually no organized opposition, has changed the picture radically from that before April 1 this year. The RPA thinks the report may effect a dramatic reorganization of the family practitioner service and save many millions a year for the hospital service."

#### Holiday threat

Leishmaniasis is spreading from the Third World to holiday resorts in the Mediterranean, a lecturer in tropical medicine has warned.

Dr David Hart, King's College, London, was quoted in the Daily Telegraph on Monday as saying that the disease was now endemic in Portugal, southern Spain, France and Italy, Greece, Turkey, Yugoslavia, Morocco and Tunisia. Tourists were at risk of catching the parasitic disease, which is transmitted by the sandfly, and GPs may not be familiar with the symptoms.

The "British Medical Dictionary" describes the symptoms of visceral Leishmaniasis as prolonged fever, enlarged spleen and liver. Other forms appear as granulomatous lesions, sores or ulcers on exposed skin or inside the mouth.

The following PL(PI)s have been notifed to C&D since last year's Parallel Importing feature.

#### Aeropax (International) Ltd. trading as Stephar BV

PL/4259/0143 Movelat cream

Adrenal cortex extract

#### Munro Wholesale Medical Supplies Ltd

PL/3234/0146 Canesten cream

PL/3234/0034 Diamox 250mg PL/3234/0134 Opticrom eye drops Clotrimazole 1 per cent w/w Acetazolmide 250mg Sodium cromoglycate

BP 20mg

#### In danger from vaccination

I was pulled up sharp by the report of the court case on pertussis vaccine, in which the doctor who administered it is the defendant in a case brought by the adoptive parents of the child they say suffered permanent brain damage from its administration.

Since there is no way of predetermining whether a particular infant is likely to be vulnerable, the question of liability must be extraordinarily difficult to establish. Noone can doubt the integrity of the manufacturers or the GP. Statistically the vaccination of infants has been shown to produce a dramatic reduction in infant mortality, which must be measured against the tragic incidence of individual damage. While it cannot comfort the parents to say their child might well have died in the event of a natural infection, the fact that there "were scores of cases during the past 50 years in which children have died or suffered permanent damage after pertussis jabs" must demonstrate most graphically around a two hundred fold reduction on projected deaths if there had been no vaccination programme.

It is, I think, a greater tragedy that parents and patient are forced in this socalled caring society to take a private case through all the weary processes of law even to establish the right to compensation. If ever a case were needed to justify a national compensation fund from which regular payments could be made to support victims of these terrible accidents throughout the whole of their lives, this is it.

It is a curious coincidence which found me today having to refuse homoeopathic pertussis 30 to a mother whose children had been deemed at risk should they receive the vaccination. I supplied the family last year, and the year before. Now I faced a parent whose growing anger I felt inclined to share.

Her doctor thinks homoeopathic medicines ridiculous, and will not write a prescription for them. So far as I can see, since this impinges on prescribing prerogative, it is not even in breach of his terms of contract. I'm not allowed to supply the vaccine anymore, since it is a Prescription Only Medicine now, despite the belief among the medics that it doesn't

Oh, yes, I know it is deemed to be in the interests of the population at large not to delude themselves into thinking there is another way of protecting their infants from whooping cough, but surely it could have remained a Pharmacy only product, with guidelines for our use? The only alternatives for this patient are to go to a private homoeopathic GP, which will cost her about £20 (which she hasn't got) or change her doctor.

#### The need for a little extra...

There is, as you know, a special 2 per cent extra profit built in to our remuneration specifically in recognition of the relatively high risk factor inherent in retail pharmacy. Now limitation of contract could be said to have diminished that risk, it is widely rumoured we are in danger of an imposed 2 per cent cut in remuneration.

Having survived, barely, most of the common traumas, from drug stores to leapfroggers, I certainly breathed a sigh of relief when I realised I no longer risked annihilation from a locally aggressive family group. But in looking at my pharmaceutical earnings so far this year I don't find myself as well off as last year despite increased dispensing. There has been a big swing to generics which has knocked turnover quite substantially from what I projected two years ago, assuming constant numbers of prescriptions.

Then came the shock of learning our wholesalers would no longer be willing to

accept my two or three times a year dispensary sort-out for credit. This will make routine replacement buying of dispensing stock very much more difficult, since it is based on current and projected dispensing. The reality, seen in retrospect, always shows dead stock, which last year added up to over £1.800.

With dispensing stock, say £10,000 odd and seven times turnover, you can work out for yourselves what our losses are likely to be in future.

It isn't just careless buying. With high priced ethicals it is dead easy to find yourself holding a babe that only took two breaths before dying, expensively, on your shelves. The facility for return was greatly appreciated. It was a bitter abuse which so precipitately destroyed this concession, although we must accept that new product liability legislation would have brought the whole system to a halt within twelve

Our negotiators must get the DHSS to recognise that the loss of this good management technique, in the interests of maximum safeguards, cannot be made without cost. About 2.5 per cent I make

## Pharmacy may gain from direct script pricing

The Department of Health should contribute towards the cost of pharmacy computers if it decides to implement a scheme for direct capture of prescription information by the Prescription Pricing Authority.

After considering a report on the PPA trials, the computer subcommittee noted at this month's Pharmaceutical Society Council meeting that the scheme would lead to savings for the Department and suggested that a proportion should be ploughed back into pharmacy to stimulate the purchase of appropriate equipment or reimburse those who had already purchased it.

Council agreed to convey these views to the Pharmaceutical Services
Negotiating Committee, who would need to take into account the major financial implications for the profession. Council also agreed with the subcommittee that, while the trial was an exhaustive study of a small number of participants, a larger trial was necessary for firm conclusions to be

OPD policy. The Society's policy on original pack dispensing has been clarified at a meeting with representatives of the Association of the British Pharmaceutical Industry. It had been explained that the Society was in favour of 28-unit packs, with "treatment packs" of both larger and smaller sizes being made available if there was a standard course of treatment. There was still disagreement over the question of units versus days, and the ABPI had indicated that its major concern was the additional costs involved. A meeting has also been held with generics manufacturers within the ABPI, who indicated they favoured original pack dispensing and were considering ways of ensuring that pharmacists were aware of the company's reputation and that it was adequately insured.

Circular to nursing homes. The Council is to object to a community pharmacist's proposed circular letter to nursing homes because it contravenes a statement in the Code of Ethics that publicity in such institutions should make reference to the total pharmaceutical service in the area. The pharmacist wished to publicise his expanded role as recommended by Nuffield, but the Ethics Committee agreed that the need to publicise the role of pharmacists should be referred to the

working party on the Code of Ethics.

Objection to unusual signs. The Ethics
Committee has confirmed that in general
the Council should continue to object to
the use of pharmacy signs other than the
usual forms of identification such as fascia
signs and box signs. The main reason for
objection is that the dignified and
professional image that should be
projected by a pharmacy is not enhanced
by a plethora of signs. Signs were,
however, necessary to inform members of
the public where a pharmaceutical service
was available.

Medicines from car boot. The Society has instituted proceedings against a veterinary surgeon who, allegedly, has been selling prescription only and PML medicines, other than for animals under his care, from the boot of his car. A summons has been issued after a lengthy investigation following complaints from veterinary surgeons and an official complaint from the Ministry of Agriculture.

Data protection. Explanatory leaflets and application forms are being prepared to assist any person making a request for information under the Data Protection Act 1984. From November 11, any person (whether a Society member or not) will have a right to request information held on the Society's computers about that person. An explanatory leaflet is necessary to comply with the Act. Draft leaflets will be available for approval in November. The fee for inquiries under the Act will be £10. Patient information leaflets. The Society is to further commend to the ABPI the production of a compendium of patient information leaflets.

Final chapter of Nuffield. Council is to consider the final chapter of the Nuffield report at its November meeting. Lord Preston asked when the last chapter was to be discussed, because he felt matters should be speeded up. The president suggested that discussion could start at the next Council meeting.

Nasogastric feeds supplies. The Society is to offer its support to the National Pharmaceutical Association in its discussions with two companies which are, or are contemplating, arranging for supplies of their nasogastric feeds to be delivered direct to patients.

Register of interests. Council is to discontinue its register of Council members' outside interests and replace it by a convention that relevant interests are declared when a member speaks.

Cost of Chemex stand. The director of public relations reported that the cost of the Society's exhibit at the recent Chemex exhibition had been well within the agreed budget. Sale of the Society's publications had produced an income of £1,400. Research awards Council has agreed that for 1987-88 the value of the Society's research awards should again be set at the level of the Science and Engineering Research Council research awards. Seminars for lecturers Council has agreed that one-day seminars for school of pharmacy lecturers who teach law, ethics and practice matters, should be held regular preferably every two years. Plans for controlling animal feeds. Council is to agree to Ministry of Agriculture proposals that the Society should be the enforcement authority for controls over medicated animal feeding stuffs, which are to be introduced to comply with European Community directives. The cost of the scheme is to be financed, on a full cost recovery basis, from registration and notification fees for feed compounders and suppliers.

Council agreed to a strategic plan for phasing in the system by 1989. It will involve new computer capacity, the drafting of codes of practice, the recruitment of staff (both administrative and additional inspectors) and the setting up of the registration and notification procedures. It is proposed to set up an agricultural and veterinary division of the inspectorate, headed by a divisional head responsible directly to the chief inspector. The section's duties will include all enforcement concerned with agricultural and veterinary matters outside pharmacy premises, allowing the existing inspectorate to concentrate on medicines for human use, pharmacy standards, etc. BPC tape. The Organisation Committee agreed that the tape recording of highlights of the BP Conference should be edited to a maximum 20 minutes. Cassettes sent to the branches and regions are to be accompanied by a questionnaire seeking views on the recording's usefulness as a means of communicating with members and of encouraging attendance at the Conference.

Parliamentary advisers. Mr John Hannam, MP, and Mr Gordon Oakes, MP, have been re-appointed as the Society's parliamentary advisers for the term of the present Parliament.

Industrial co-options The constitution of the Industrial Pharmacists Group is to be amended to allow for up to two co-options for periods of one year. Those co-opted will be involved in carrying out specific projects, usually associated with meetings on particular topics.

Continued on p773

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## NEW HOMOEOPATHIC

An irresistible choice of seven medicated creams with high buy appeal and solid profit potential

Just look at this line-up:-

- \* 7 medicated creams smoothly textured, pleasing and easy to apply.
- \* 2 brand new winners Aftersun & Contact Dermatitis
- \* 4 best-selling medications Arnica, Hypercal, Haemorrhoid and Rheumatic Pain.
- \* A fresh look for our dependable Calendula.
- \* Enhanced, colour coded pack design and merchandisers for greater customer appeal and ease of selection.
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- \* FREE, with every introductory starter pack, spill bin with 50 trial size Calendula Cream sachets. (Normal trade price £3.00 + VAT R.R.P. 10p per sachet.)



40% PROFIT ON RETURN

R.R.P. £1.75 incl. VAT Trade Price £5.50 (6-pack) excl. VAT



A. Nelson & Co, Ltd., 5 Endeavour Way, Wimbledon, London SW19 9UH Tel: 01-946 8527.

# Supradyn.

## The biggest ever vitamin launch

- UNIQUE FORMULATION
   12 vitamins and 8 minerals in a delicious effervescent drink. No artificial colours or flavours.
- PACKAGING
   Available in packs of 10s
   and 20s.
- ADVERTISING ON TV
   AND RADIO
   Backed by the biggest ever launch advertising campaign seen in the UK vitamin market.
- CONSUMER PROMOTION
  National sampling scheme
  through Women's magazines
  to maximise trial. Coupon
  offer, with "50p off next
  purchase of 20s" coupon in
  10s packs, to encourage
  sales of the larger pack.
- POINT OF SALE
   Wide range of Point of Sale
   and display material from

- floor display units through to special counter units.
- CONSUMER INFORMATION
  In-pack leaflets and consumer PR programme to increase awareness.
- DOCTOR SAMPLING
   Roche ethical sales force
   will detail GPs.

Make the most of the Supradyn opportunity.

Your Roche representative will see you soon, or phone the Roche Consumer Division on 0707 328128.



£2,800,000 support in first year.



CONSUMER DIVISI

## 11:4 vote to keep STV

Council has rejected a proposal to return to the "X" system of voting for Council elections.

Moving a return to this system, Mr J. Balmford said it meant that each member would have seven votes instead of just one. In the past he had been able to vote for some community pharmacists, but could also cast a vote for an academic, industrial or hospital pharmacist. Under the present single transferable vote system he felt deprived, because he had to put the candidates in order of preference, which was sometimes very difficult. In effect, he now only had one vote — the first.

Mr Balmford argued that Council had been just as representative before STV as it was today. He suggested that STV was ideal where there was a single place to be filled but not when seven had to be elected.

Seconding the motion, Mr A. Nathan said the effect of STV in enlarging the representation of minority groups on Council had been marginal. People were confused by STV and perhaps preferred to abstain from voting.

The president said there was no material difference in the percentage of people voting under either system.

Mr N. Wood believed the tangible benefit to the membership of changing the system would be minimal and, considering the number of important issues to be faced, the matter was one of minor importance. He thought participation in voting was rising slightly, and STV was an inherently superior system.

In Mr G. Walker's view, STV had given a better balanced Council, with a wider mix of interests from the profession, although perhaps community pharmacy had suffered a little. The motion was lost by four votes in favour to 11 against.

Green cross replacements. The Society is to order more green cross window stickers to meet requests for replacements for those supplied when the symbol was introduced three years ago. The National Pharmaceutical Association has offered to distribute stickers in its "starter-pack" for new pharmacies.

## Fine' reduced without appeal

A Coventry pharmacist "fined" last year for not complying with his contract has had the "fine" reduced by £1,500 by the Secretary for Social Services.

Last November Coventry FPC's pharmaceutical service committee decided to penalise the unnamed pharmacy by withholding £1,750 from NHS fees. A spokeswoman for Coventry Family Practitioner Committee told C&D: "The decision was made following a complaint from a member of the public who was unable to obtain medicine for her daughter when she went in the pharmacy because the pharmacist was absent."

No appeal was made after the decision was referred in the normal way to the Secretary of State for Social Services, but he decided to reduce the amount witheld to £250, with a warning to the pharmacist to comply more closely with his terms of service.



#### COUNTERPOINTS

#### Effervescence

Rorer Pharmaceuticals are launching Dioralyte Effervescent tablets. Available in plain or pineapple, they are indicated for use in the management of diarrhoea and fluid loss in adults and children over two.

Dioralyte Effervescent tablets are reconstituted in 200ml of water, with two



tablets being equivalent to one sachet. They are available in  $4 \times 10s$  (£4.80) and  $10 \times 10s$  (pineapple only, £12). Individual tubes of 10 tablets retail at £2.05. Rorer Pharmaceuticals Ltd, St Leonards House, St Leonards Road, Eastbourne, East Sussex BN21 3YG.



## Snooker time for Triogesic

A £350,000 national television campaign breaks for Triogesic on November 1.

The 30-second commercial uses a snooker theme to show the product dealing with nasal congestion and catarrh, sinus pressure and facial pain and headache, say Intercare Products.

Re-packaged for greater impact on shelf, Triogesic tablets and elixir are now being promoted with Winter bonuses.

Winter bonuses are also available for Triominic tablets and syrup and Triolinctus syrup, say *Intercare Products Ltd, Fishponds Road, Wokingham, Berkshire RG11 2QD*.

## Cosmetics: run out of steam?

More health conscious consumers mean more vitamin and mineral sales for the pharmacist — but the cosmetics market seems to have run out of steam in 1987. Those are conclusions reached in the latest Retail Business report on chemist goods.

The oldest form of toiletries — such as colognes and soaps — show no signs of a new lease of life; but hair preparation have kept the "fashion" market going and dental care is an area of potential growth, says the report.

Medical and surgical goods account for a steady 0.5 per cent rise in spending compared with the corresponding period in 1986.

Toiletries and cosmetics have their lowest spend in North and North West England.

Among medicines, output of antacid and anti-ulcerant preparations increased strongly in 1986 — though the 11.5 per cent rise was only slightly over half the 1985 rate of growth. First quarter figures for 1987 suggest a surge closer to the 1985 level.

Analgesics output faltered last year but rose again this year, say *Retail Business*, and coughs and colds preparations picked up after a two year check.

But the vitamins and mineral supplement market's rate of growth was faster in 1986 even than antacids, at 13.5 per cent; a further rise came in the first quarter of this year.

However, Retail Business see the most striking performers as artifical sweetners, with new lines, wider range of use and vigorous promotions. The report points out: "The competition which now exists between brands can be expected to maintain lively promotional activity and keep this market growing, if not necessarily at quite the same rate (over 40 per cent) achieved in 1986."

In the toiletries sector, talc, perfumes and toilet soap output went down — but for deodorants and dental preparations, there was a 20 per cent-plus rise; with a 25-30 per cent increase for hairsprays and bath preparations, and neary 33 per cent for depilatories.

Cosmetics had a disappointing year. Output of lipsticks, glosses and salves did go up by 27 per cent in 1986, but most other sectors showed limited growth. Except for nail preparations, multipurpose creams and sun-filtering creams all other sectors saw output down in the first quarter of this year.

Chemist & Druggist 17 October 1987

#### PRESCRIPTION SPECIALITIES

## New indication for Hypovase

Pfizer's Hypovase (prazosin) is now licensed as an adjunct in the symptomatic treatment of benign prostatic hypertrophy, hypovase, which is commonly used as an anti-hypertensive agent, is a selective alpha-l inhibitor and has been shown to reduce symptoms of BPH. The condition affects middle-aged and elderly men whose symptoms associated with urination include hesitancy, urination, incomplete bladder emptying, frequency, urgency and dysuria.

Pfizer say that in Britain, Italy and Sweden trials confirm that Hypovase adjusted to a maximum dose of 2mg bd improved symptoms in 75 per cent of patients. It acts by relaxing the smooth muscle element of prostatic obstruction. While it will never replace prostatectomy as first-line treatment for relieving prostatic obstruction, it may provide relief of symptoms and improve the degree of obstruction for those awaiting surgery, says the company. Pfizer Ltd, Sandwich, Kent.

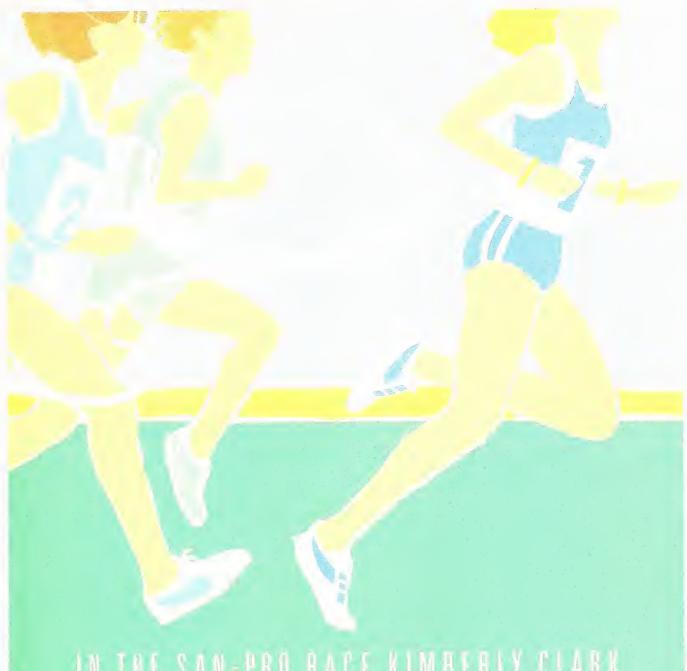
## Nifedipine caps from Evans...

Evans Medical have launched nifedipine capsules in two strengths — 5mg (100, £7.76 trade) and 10mg (100, £11.58 trade. The capsules are oval shaped and packed in blisters

The 5mg capsules are light maroon in colour and the 10mg capsules are dark maroon, and the strengths are overprinted on the capsules, say Evans Medical Ltd, 318 High Street North, Dunstable, Beds LU6 1BE.

#### ...and from Rorer

Nifedipine 10mg capsules (100, £12.15 trade) and salbutamol inhaler (100mcgm/200 metered doses, £2.18 trade) have been added to the range of generics from Rorer Pharmaceuticals Ltd, St Leonards House, St Leonards Road, Eastbourne, East Sussex BN21 3YG.

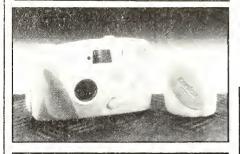


## REASTNER BY THE WARN



द्युंड परानाकिक एउट क्षांत्री

#### COUNTERPOINTS



#### Konica Jump in with new camera

Konica hope to make a splash with their latest 35mm compact camera.

The water resistant Jump (£38.70 trade) is described as a lightweight weather and splash-proof compact available in black, red, pearl/yellow and pearl/blue. The camera is moulded to give it a rounded look and has a built-in flash. Konica say "An elastic wrist band 'sweat cover' provides an unusual additional stylish touch". From the New Year the camera will be available with a date facility. Konica UK Ltd, Konishiruko House, Plane Tree Crescent, Feltham, Middlesex TW13 7HD.

#### TV Daley for Lucozade

Lucozade is supported by advertising this year with a spend of £4.5m. A new £1.5m television campaign starts its initial nationwide run this month, again featuring Daley Thompson. Beecham are claiming record sales for the Summer with the total up 40 per cent in year-on-year figures. Frank Auton, marketing director for Beecham Bovril Brands, comments: "There is definite room for growth in all sectors for the barley variants, which we feel offer a valuable opportunity to retailers." Beecham Bovril Brands, Beecham House, Great West Road, Middlesex.

#### Back to the Country ...

Kimberly-Clark are re-launching Kleenex Country Collection. The company is increasing the number of sheets per roll by over 40 per cent, introducing a single roll pack, improving product quality and mounting a £1m advertising campaign.

The number of sheets per roll has been increased from 70 to 100, and the pack designs have been changed to carry the messages: "The longer lasting roll" on the main label with "100 sheets per roll" in a scroll beneath.

The designs on the sheets have also been modified. The trellis variety has been discontinued and the mistletoe motif is now



used as a border pattern for the green, brown and orange packs, with an all-over cherries design for the red pack.

The advertising campaign will use both television and radio to project the message — "Kleenex Country Collection length is our strength". It breaks in November, with the first burst running through to the New Year. The three 40-second radio commercials feature the voices of Worzel Gummidge and Aunt Sally. Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.



A new range of clocks is to be released in the UK by Philips Home Appliances. Leading the range is the HR 5775, a flexy alarm clock with a 24 hour alarm, display light and a multi-coloured flexible cable (£12.99). The collection also includes a travel alarm clock (£12.99) and a range of analogue battery alarm clocks which include pop-up alarm knobs. Philips Home Appliances, City House, 420 London Road, Croydon CR9 3QR

#### Thundering toothbrushes!

Stafford-Miller have introduced a new character toothbrush based on the "Thundercats" television series. The brushes are available as a mixed one dozen pack containing four separate brushes, each brush depicting the character Lion-o, together with one of the following subsidiary characters: Cheetara, Tygra, Mumm-ra and Snarf. The characters appear on Search 4 brushes, retailing at £1.10. Stafford-Miller House, The Common, Hatfield, Herts A1.10 ONZ.

The second phase of the New Mum sampling service will be distributed over the coming weeks until December but not by Countercall Ltd, as suggested in this week's "Babycare" supplement (p39). New Mum Ltd, 41a High Street, Hoddesdon,

#### Our Business Depends on Your Success

75% of our business comes from recommendation. Why?

We offer:- 1, Professional advice

- 2, Quality shopfittings made in our own factory
- 3. Fitted by our own skilled fitters
- 4, At realistic prices linked with
- 5. Attractive finance

Which all adds up to a viable proposition, for further Information

contact:-Shopfitting & Design Centre (west of England) Itd. Tonly sent you in for my 2a Hallatrow Road, Paulton, Bristol, Avon. BS18 5LH. telephone 0761 418941. prescription! WellI, it was so



## 50% EXTRAFREE REALLY HANDY



CASH BACK BONUS SCHEME
VERY HANDY



You must admit that getting 50% extra product free from Handy Andies (big brand leader for the past 30 years\*), is **really handy.** 

And you wouldn't deny that getting valuable cash back vouchers (up to £10's worth) on every display pack, is **very handy**.

But when you come across these two spectacular offers **at the same time** – well, you'd have to be blind not to see it's

## REALLY VERY HANDY

So stock up now and make a packet!

A handy little earner ... that's Handy Andies

\* Source: "Independent Research"





# THE COMMON COLD. MEROTHOL GIVES CLEAR RELIEF.

A common symptom of a common cold is a blocked nose, often accompanied by throat infection.

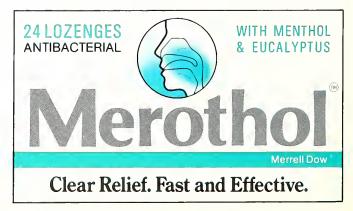
For the blocked nose, Merothol Lozenges contain menthol and eucalyptus, recognised for their decongestant properties. They can act rapidly to clear the nasal passages which become blocked by a cold and are released as Merothol is sucked, giving clear relief

For the throat infection, the proven antibacterial agent cetylpyridinium chloride in Merothol simultaneously helps to soothe the irritated and inflamed



tissues of throat infections due to common cold. Merothol Lozenges have a wide antibacterial activity, and are pleasant-tasting.

Merothol. Clear relief for the nose and throat.



#### COUNTERPOINTS

## Sneezing with a new style

British Tissues have made packaging changes to Dixcel mansize facial tissues, designed to give a marble effect. And the firm has introduced a new bonding process which gives a single line emboss



down the edges of the tissue, improving, says the company, the bonded strength of the two plys. British Tissues Ltd, Lowlands House, 43 Lowlands Road, Harrow, Middlesex HA1 3BW.



Sangers recently awarded a magnum of champagne to Kelley Brunt, from Camera Shop, Redditch, who won a customers' fancy dress contest. She accepted her prize from area sales manager David Gleeson, watched by Stuart Cole, the manager of the Camera Shop. Sangers Wholesale Ltd, Priory House, Pitsford Street, Birmingham B186LX

#### Ready for Press

Ever Ready are supporting their torches and cycle lamps with a £350,000 Press advertising campaign in the pre-Christmas period. The campaign will feature the Rotalight pocket torch and Ultrabeam. Ever Ready Ltd, Ever Ready House, 93 Burleigh Gardens, Southgate, London N14 5AN.

## Mr Spoony's steady outlook

The Mr Spoony medicine spoon (£0.99) combines a graduated measure with a spoon to aid dosage.

The measure, into which the liquid is poured, is graduated in  $2\frac{1}{2}$ ml doses up to 10ml. A stopper enables a dose to be carried. The spoon will also stand on a flat surface by means of a moulded support.

The makers say that the polypropylene spoon is boil-proof and dishwasher proof. As well as use with children the company says the spoon is suitable for all ages, including the physical and mentally handicapped and the elderly. Mr Spoony Marketing Ltd, 6 Bishops Walk, Coventry CV5 6RE.

Bronnley are running special offers on their Almond Oil range for sale in the post-Christmas period, not as stated in C&D October 3. H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR.



# When the skin reacts

react with

Bicorfelan P

**Cream and Ointment – Containing Hydrocortisone BP 1%** 



#### PRODUCT INFORMATION

Presentation Efcortelan P Cream and Ointment contain 1-0% Hydrocortisone BP. Indications For the treatment of irritant dermatitis, contact allergic dermatitis and insect bite reactions.

**Dosage and administration** Use sparingly over a small area once or twice-a-day for a maximum period of 1 week.

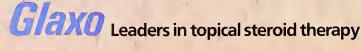
Contra-indications Do not use on the eyes or face, ano-genital region, or broken

or infected skin. Do not use in pregnancy without medical advice. Not recommended for use in children under 10 years of age without medical advice. Product Licence numbers Efcortelan P. Cream 0004/0327. Efcortelan P. Ointment

Cream 0004/0327. Efcortelan P Ointment 0004/0326.

Product Licence holder: Glaxo Operations UK Limited Greenford, Middlesex UB6 0HE

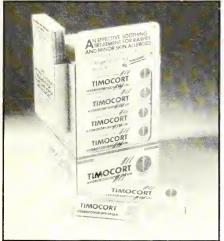
Further information on Efcortelan P (trade mark) is available on request from: Glaxo Laboratories Limited, Greenford, Middlesex UB6 0HE



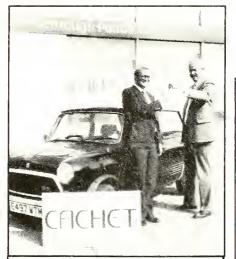
#### COUNTERPOINTS

#### Timocort on show

A display outer for Timocort hydrocortisone cream is now available. The unit can hold up to 24, 15g tubes. A



leaflet dispenser is attached to the blank side of the unit. Reckitt & Colman Products Ltd, pharmaceutical division, Dansom Lane, Hull HU8 8DD.



The House of Matchabelli have awarded an "E" registration Austin Rover Mini Park Lane to T. Gray of Cornwall. He was one of the consumers invited to answer a series of questions about the Cachet fragrance, and, as a tie-breaker, to estimate the number of miles the competition car could do on one gallon of petrol. The presentation of the car took place at the House of Matchabelli's offices, where Tony Simmonds, representing the fragrance house, handed over the keys to the prize winner. House of Matchabelli, Victoria Road, London NW10 6NA

#### In condition

Two new conditioners are being launched by Henara. One conditioner is "self balancing" for all hair types and retails for about £1.15 (250ml). The second product, deep penetrating conditioner for damaged hair, retails at £1.15 (250ml). Jojoba hot oil treatment conditioner is being redesigned to tie up with the new products. Henara Hair Health Ltd, Warner-Lambert Health Care, Southampton Road, Eastleigh, Hants.

#### Organic oranges

Whole Earth have launched a new orange marmalade in their "no added sugar" range of jams. And in the Sweet 'N' Fruity range, Seville orange pure fruit spread now also uses organic produce. Orange marmalade retails at £0.79, and Sweet 'N' Fruity Seville orange pure fruit spread at £0.99. Whole Earth Foods Ltd, Cumberland Avenue, London NW10 7RG.

The unforgettable presentation





Dosage. Available from October 1st, 1987, through your usual wholesaler. For further information, contact your local Panpharma representative, or ring the Panpharma Sales Department on 01-561 8774.

Panpharma Ltd, Hayes, Middlesex UB4 0JN

panpharma



Once daily for Bronchitis and Sinusitis

#### COUNTERPOINTS



## Kleenex pick the pocket

A method of impregnating facial tissues with menthol, released when the tissues are used, is being introduced by Kimberly-Clark for multi-packs of Kleenex Pocket Packs.

The company is using micro-capsules, broken when the tissue is used

Launched this month, Kleenex Mentholated Pocket Packs come in a multi-pack of four individual packs of 10×4-ply tissues in green and white.

Product manager Roderick Stewart says: "Mentholated facial tissues have a very specific appeal at this time of year and we do not see the new variety taking sales from the established product." The multi-packs of Kleenex Mentholated Pocket Packs will retail at £0.49. Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.

#### ON TV NEXT WEEK



1			
1	GTV Grampian	<b>U</b> Ulster	STV Scotland
	B Border	G Granada	(central)
	C Central	A Anglia	Y Yorkshire
	CTV Channel Islands	TSW South West	HTV Wales & West
ı	LWT London Weekend	TTV Thames Television	
1	C4 Channel 4	Bt TV-am	TT Tyne Tees

Ī	
Aquairesh toothpaste:	All areas
Askit powders:	GTV,STV
Bic razors:	Bt
Clearasil:	All areas
Deb's soap dispenser	LWT,Bt
Deep Fresh:	Y
Disprin:	All areas
Farley's rusks and cereal	s: Bt
Fiesta kitchen towels:	All areas
Lipcote:	C
Maalox Plus:	Y
Macleans toothpaste:	All areas
Nurofen:	All areas
Peaudouce babyslips:	Bt
Reach toothbrushes:	All areas
Seven Seas cod liver oil:	STV,G,Y,C,TTV,TT
Simple:	TTV,C,TVS,G,A

## Hand it to Crewsaver . . .

Crewsaver have produced a rechargeable handwarmer which uses Hot Gel, a chemical compound which, the firm says, is able to store heat in its "latent" state.

When Hot Gel is activated, the compound turns from a gel into a solid and latent heat is released. The gel is contained in an insulated carry pouch, which, the company claims, will give off heat for up to two hours.

To recharge Hot Gel, the consumer simmers the sachet in water until it returns to a gel. The handwarmer retails at around \$5.95 Crewsaver Marine Equipment, Mumby Road, Gosport, Hants PO12 1AQ



## Puttin' on the Ritzy Glitzy

Ritzy Glitzy is Ultra Colour's first Christmas collection and comprises coordinating nail colour duets and crayon and shimmer sets

Ultra Ritzy (£2.75) is a combination of Ultra Colour crayon and shimmer loose powder shadow with wand dispenser. Both can be used for eyes, cheeks, face and body and the crayon can be used for lips.

The collection consists of Ritzy in opal (pink base highlighted with lilac pearl crayon, and emerald shimmer with sapphire and fuchsia pearl); Ritzy in jade (green crayon and pink shimmer); Ritzy in gold (gold crayon and copper shimmer) and Ritzy in copper (copper crayon and gold shimmer).

Ultra Glitzy (£2.15) uses two nail colours shades and comprises Glitzy brights (rosebud pink and purple rain violet); Glitzy metallics (gold spell and witch hazel copper), and Glitzy neutrals (peach party coral and honeybee beige). Rimmel International Ltd, 17 Cavendish Square, London W1M 0HE.



## New sculpting for Italian Marble

Thomas Christy are relaunching their Italian Marble range of soaps in new packaging, designed to reflect the Italian theme.

The new packs are see-through and the moulded soap trays display gold embossing on the lid, to complement the Roman theme of the range.

The new display outer reflects the packaging, depicting a Roman bath setting in cream tones. Each display outer contains twelve 100gm bath soaps — four each of the blue, green and amber colour variants.

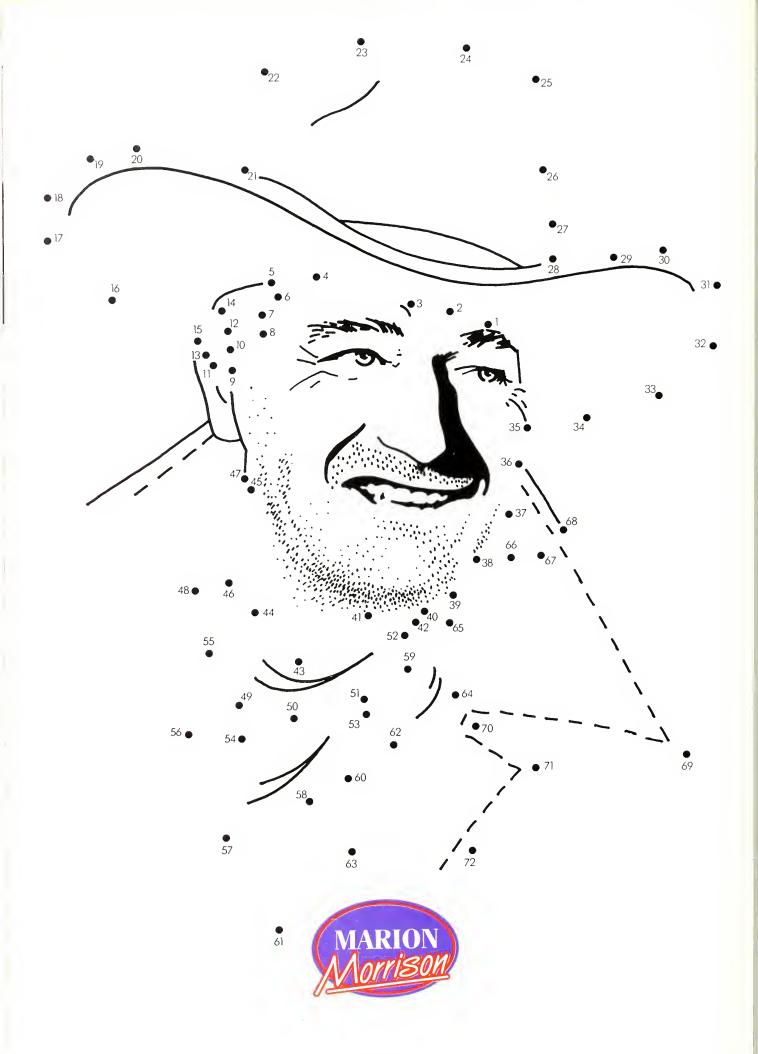
Italian Marble will be available in its new packaging from the beginning of November 1987, priced £2.95. Thomas Christy Ltd, Christy Estate, North Lane, Aldershot, Hants GU12 4QP



#### Bagging a Santa

Three "festive carrier bags" featuring a Santa Claus design have been launched by Teno (UK) Ltd. The bags are made in plastic and come in vest, fashion and punched cut-out handle styles. The vest and fashion styles are supplied flat-packed in dispenser cartons containing 500 units. Teno (UK) Ltd, Chiltern House, Oxford Road, Aylesbury, Bucks HP19 3EQ.





### You'll be surprised to learn the name behind the best known names.



Farley's OsterMilks are growing faster than the appetites they help to feed.

They're the only baby milks made by a British

in Europe.



• Crookes Healthcare. © Crookes Healthcare. Alighb High Light Augumon ensured by manufacture in the foremost production unit

The name behind Farley's OsterMilks was, ironically, only recently born.

However, Crookes Healthcare is already the number one healthcare company. So you can be sure you're not dealing with cowboys.



#### Behind the best names.

"Important Notice. Breast milk is the preferred food for babies. The OsterMilk range is intended to replace breast milk when breast-feeding is not possible or when a mother elects not to breast-feed. Infant formula should always be prepared according to the feeding guide and mixing instructions on the pack"

## LLON £1½ M BEHIND YOUR LIQUID ASSETS





When you look at the growth of Robitussin over the last three years, it's no wonder we refer to it as a liquid asset—our sales have more than trebled in the last 2 years alone.

And interest is very high in cough remedies which are not only sugar free, but won't cause drowsiness.

That's why we're investing £1½m on a national advertising campaign ensuring you get the maximum return on Robitussin this winter.







Sugar free Robitussin – your liquid asset.

20 m

A. H. Robins, Consumer Products Division, Crawley, West Sussex.



## AIDS campaign must change direction

Criticism of the Government's AIDS campaign and doubts about the effectiveness of needle exchange programmes were voiced at the 11th Welsh Pharmaceutical Conference in Porthcawl, Mid-Glamorgan, last weekend. It took as its theme "AIDS — Facts and Fiction" and the speakers concluded there was a role for the pharmacists in educating the public about both the facts and fiction.

The Government's approach to AIDS education can be summed in one word: lousy. It has failed to target properly the atrisk groups and provide back-up to deal with public anxiety, said Dr Colin Griffiths, co-ordinator of the Welsh AIDS campaign at the 11th Welsh Pharmaceutical Conference.

"Our research has shown that the first campaign in January succeeded in panicking those who are not at risk and switching off those who are". He conceded that it had been effective in raising the level of knowledge about AIDS: "We found that 85 per cent of people got their information from the national campaign, but that a lot of them were confused.

"For example, a large proportion of 15-24 year olds knew how the HIV virus was transmitted, but still believed they were not at risk because they were not homosexual," he said. A large scale, blanket campaign is of limited effectiveness because people have a low retention rate for broadcast information. "They tend to think that once a campaign has stopped AIDS has gone away".

Increasing knowledge also increases public anxiety, and any national campaign must be ready to cope with this, Dr Griffiths continued.

"In the three weeks after distribution of the AIDS leaflets we received 3,000 calls. The leaflet itself was not enough, there has to be some back-up, someone to pick up the pieces". Dr Griffiths believes this should be direct personal contact with a health professional: "Eduational resources in isolation are of limited value".

One caller to the Welsh Helpline had asked if AIDS could be contacted through eating raw black pudding, he told pharmacists. "This may appear amusing but it illustrates the point that people drawn their own conclusions when presented with information. AIDS is transmitted in blood; black pudding is made from dried blood. Asking if he could catch AIDS seemed a logical question to our caller".



Dr Colin Griffiths

Never take for granted the publics' understanding of the situation, he advised.

The second campaign which broke in September, targetted at injecting addicts who share needles, was not a good idea, said Dr Griffiths. Drug addicts are very difficult to reach and while injecting and then sharing needles transmits the virus, it is sexual activity that is taking it out into the population. The campaign should have combined "safer sex" education too.

In any education programme there are certain things the public wants to know, he said. People want information on the virus because viruses also cause 'flu and colds; they need to know about transmission because it is the mode of transmission which determines which groups are affected and not vice versa, he said. Dr Griffiths warned that perpetuation of AIDS as the "gay plague" was dangerous; in New York last year the number of heterosexual women infected with HIV rose by 138 per cent. The public also needs to know of the high risk and low risk categories for infection, and it was essential that the distinction between being HIV positive and having AIDS was made clear. Trends for the future should be pointed out.

The campaign in Wales would be concentrating on small, well-identified groups of the public rather than going with a national campaign, said Dr Griffiths. He believes this is of more value.

Plans include the setting up of a
Speakers' Bureau, an ideal imported from
the States where it has worked very well,
he says. The Bureau consists of groups of
people qualified to talk to the public about
AIDS. In addition there is to be a schools
programme with health professionals
talking to both children and their parents.
A television and media campaign with
back-up facilities of local help lines rather
than a national one are also part of Dr
Griffiths' strategy for Wales.

We have six aims in Wales, he told pharmacists; to provide up to date information for the public, health professionals, media and other groups; to seek through education to modify personal behaviour and lessen the risk of transmission; to alleviate unnecessary anxiety; to provide advice and guidance to certain groups on request; to provide training for professionals and voluntary workers, and to promote consistency in the message put across to the public. It was important to develop strategy for the sexually active population, especially in areas where there was a low incidence of AIDS, where the attitude was "Oh, we don't have problem", he said.

Dr Griffiths said pharmacists were a good source of AIDS information and would be used as such in Wales.

"I see pharmacists having a pivotal role in an education campaign. It is difficult for health professionals like myself to reach the public. You have them coming into you daily. The Government campaign had been a start but now it must change and go for specific groups, he concluded. "Don't despair, the campaign will work if it is done properly".

# Doubts on needle exchange

Sharing needles is part of drug culture and giving addicts greater access to them through needle exchange programmes will not stop it, says Dr Griffiths.

The emphasis should be on safer injecting techniques, he said. However, needle exchange programmes are likely to become a way of life, like it or not, but there was some doubt as to their effectiveness in halting the transmission of AIDS, he said.

"In Milan needles have been available to addicts for 10 years and 80 per cent of drug addicts are HIV infected. In New

#### WELSH PHARMACEUTICAL CONFERENCE



L to R: Dr Bryan Veitch (pharmaceutical adviser to Welsh Office), Anne Marsden (vice-chairman Welsh exec), David Thomas (NPA chairman), Ian Phillips (chairman Welsh exec), Bernard Silverman (PSGB president), Marion Rawlings (vice-president), Dr David Temple (chairman Welsh committee for postgraduate education)

York they have abandoned the scheme because it seemed to be having no effect. Addicts were repackaging them and selling them as new."

Dr Griffiths said he had been horrified to find many of the exchange programmes in the UK did not provide counselling services too when new needles were given out

Miss Lesley Glover, a senior health adviser from London who works with AIDS and HIV patients positive patients agreed that an exchange programme in isolation was useless. It must be backed up with counselling on safer sex, etc. She described a successful "Bleach and Teach" campaign in San Francisco which taught addicts how to sterilise their "works" and provided them with small bottles of bleach.

Dr Griffiths said that when the needle exchange issue was resolved there would be a role for pharmacists in teaching addicts safer injecting techniques, and showing them how to sterilise equipment.

In discussion, Dr David Temple, director for postgraduate education in Wales, said that pharmacists were on a hiding to nothing with needle exchange schemes and should concentrate on counselling and education. "We need an aggressive approach from pharmacists. As soon as someone picks up an AIDS leaflet or asks tentatively about condoms, get in there. Don't be side-tracked by needle exchange programmes."

## Pharmacists 'well-placed'

Pharmacists should have an area set apart for counselling if they want to play an effective role in an AIDS education campaign, says Lesley Glover.

You are well placed in the community to provide information on safer sex, reassurance for those at risk and possible needle exchange schemes, she told Conference. "But people must have some private area to talk in.

"Many people who will never come to us in hospital will go to their pharmacy." She urged pharmacists to listen hard to what people ask. "Often they don't know how to ask."

It was very important that pharmacists stressed there is no risk of contracting the virus from day to day contact with people who are HIV positive.

"The public can't have too much information," she said. Miss Glover asked pharmacists to display the appropriate material in their shops, posters and leaflets, etc, so people would know they could get information from the pharmacy. Material from the Terence Higgins Trust was often "punchier" than Government material, she added.



Dr Jackie Parkin

Dr Jackie Parkin, a research fellow at St Mary's Hospital Medical School, London warned pharmacists they would come into contact with an increasing number of AIDS sufferers, those who are HIV positive and their family and friends. "You will find they ask questions of anyone and everyone. We all have a role to play in making it easier for them," she said. A recent newspaper story would often result in questions and pharmacists must be upto-date and consistent in the advice they give.

Dr Parkin believes that the UK will follow the States with more AIDS patients treated at home as competition for beds increases.

# Fresh approach to vaccine research

Vaccine development is entering a new and highly sophisticated era focussing on the use of part, rather than all of the HIV virus as an immunogen, Dr Myra McClure, a research fellow at the Institute of Cancer Research, London told Conference.

However, two difficulties are immediately apparent with this approach, she said. Which part of the virus; and how should it be presented to the immune system to elicit a protective response against the whole virus?

The HIV envelope protein is the part

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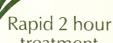


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most likely to be "seen" by the immune system and the most accessible for antibody attack, she said. It was, therefore, an obvious choice for a sub-unit vaccine. But any structural component of the virus, is potentially capable of inspiring a humoral or cell-mediated response. Many laboratories world-wide are exploring a variety of experimental

approaches.

These include recombinant DNA technology. HIV genes expressed in this way can yield large quantities of viral protein without the necessity of handling pathogenic viruses. Alternatively, an HIV gene can be inserted into the genome of a second (non-AIDS) virus, which then becomes the vehicle for HIV protein production.

Since the amino acid sequence of all the HIV proteins is known, it is possible to chemically synthesise any small segment of an AIDS protein and test its immunogenicity, she went on. The potential of synthetic peptides as vaccines against HIV has been investigated by several laboratories in the last few years.

"As our understanding of HIV pathogenesis in relation to viral structures is refined, such peptides, which can be chemically or biologically produced in quantity, may prove useful HIV vaccine components in the future."

## "....vaccines against AIDS will in the end have to be tested in humans."

A new approach to vaccine production which has proved successful in protecting chimpanzees from type B viral hepatitis is anti-genic mimicry, using anti-idiotype antibodies raised against another antibody. This strategy is now being applied to HIV, said Dr McClure.

Antibodies raised against commercially available monoclonal antibodies should interfere in viral binding. Not only would this technique carry the advantage of vaccination with non-pathogenic material, but it may also have therapeutic value, she continued. Clinical trials are about to be set up in this

country whereby sero-positive individuals will be treated with anti-idiotype monoclonals in the hope of harnessing the disease

Dr McClure said there were many difficulties to surmount in the development of an AIDS vaccine. Neutralising antisera raised against one HIV isolate does not necessarily neutralise geographically distant strains of the virus (or other viruses within the HIV group). The ultimate vaccine may, like that for polio, have to consist of a "cocktail" of serotypes, which means careful, systematic sero-analysis of all known isolates, she said.

An additional problem is the absence of any animal model in which to test the efficacy of a candidate vaccine. The human AIDS viruses, HIV-1 and HIV-2, replicate in chimpanzees and rhesus monkeys, respectively, without the animals showing any overt signs of disease. "Unless a suitable animal model can be developed in the laboratory, vaccines against AIDS will, in the end, have to be tested in humans," she concluded.





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#### PHARMACY ECONOMICS

by Eric Jensen, B. Comm, MPS, MInstM

### **Investing in training**

Well-conceived training increases the personal "capital" of the pharmacist invested in, adding to his or her value. At the same time the current and future worth of the pharmacist to the present employer is increased. Training is one of the most potent forces enhancing profits but it is costly in time and money. How these costs should be borne by the various beneficiaries is debatable.

#### When to train

This boils down to whether training is to be in the firm's time, that of the individual, or partly in each. During the pre-registration year, training on the premises in the employer's time is largely a continuing activity, supplemented by outside work. Once on the Register, many pharmacists keep their knowledge updated by attendance at branch meetings, by reading, by attending weekend or longer courses, and so on.

#### Paying the price

It seems equitable that whoever benefits most from any training should bear the bulk of the costs but precise cost division is not possible as circumstances vary so widely. A proprietor pharmacist would normally be happy to invest time and money in a member of staff likely to remain with the firm for years, but it is irksome to train someone who then departs to bless another with the acquired skills. The staff member training in his or her own time will feel freer to move than the conscientious person accepting some moral duty to a cooperative employer.

The smaller pharmacy lacks the flexibility of the very large concerns who might have several pharmacists on the premises: with one or two assistants, it is hardly possible to fit a training session into the busy daily routine of the business. One private firm I was with found an acceptable solution involving a mixture of business and pleasure. About once a month we had an evening meeting devoted to training, with staff and outside experts each using their own special expertise to instruct. We then repaired to a nearby hostelry for a social hour or two. As is often the case, the informal part of the evening was perhaps more productive than the formal, as people exchanged ideas and spoke of their problems: this helped to suggest themes for further sessions.

As a general rule I would propose that the cost of training during working hours or in the way just described should be met by the employer. And in the case of junior staff the boss could find it morale-boosting if he or she paid at least some of the cost of textbooks, etc, necessary for study.

Training costs time and money but it can add to the "value" of a pharmacy employee, generating in turn extra profit for a business. In the previous article in this series (see C&D August 29, p404) we looked at the "what" and "how" of training pharmacy staff. This article considers "where, when and whom" to train.



Training can help us employ talent, space and time more effectively

When a pharmacist or other senior staff member wishes to study for a qualification directed towards enhancing his or her value to the business, a fair arrangement might be to divide the cost. But the employee studying to increase the prospects of finding a more highly rewarded job elsewhere should surely finance him or herself!

#### Where to train

This must be closely linked with when the training takes place. In the case mentioned under **When**, the premises were large enough for the sessions to be held there, but in many businesses the facilities and space are not available.

Ideally, there should not be any "spare" space in a pharmacy, and every square foot should be made cost-effective. Some might

argue that as training is of such value in increasing profits any space allocated to it is bound to pay its way. However, in our enthusiasm for staff instruction we should not forget that the prime purpose of a pharmacy is to give service to the public, so only space not suitable for promoting this prime objective should be devoted to training.

Many pharmacies have rooms perhaps on a first or second floor, which are largely used to house stock, and which frequently contain an assortment of discarded fittings. These could be described as "junk" rooms. It is a wasteful use of expensive space. A small investment could often transform such a room or rooms into a training department, with blackboard and projector and screen, a library, a drinks vending machine, and so on.

#### Saving trouble

To have this kind of "in house" training area can save much time and trouble: you can fix your own dates at short notice, travel time is eliminated, and you can provide for visiting speakers an atmosphere not always found in other venues.

If you have the facilities and ambition to install a tip-top training room on your premises you could add to your income by hiring out the room to other retailers in your area. You are unlikely to be conducting your own training every evening, so why allow the room to remain unused when it could bring you in a contribution to your property costs?

#### Who and whom?

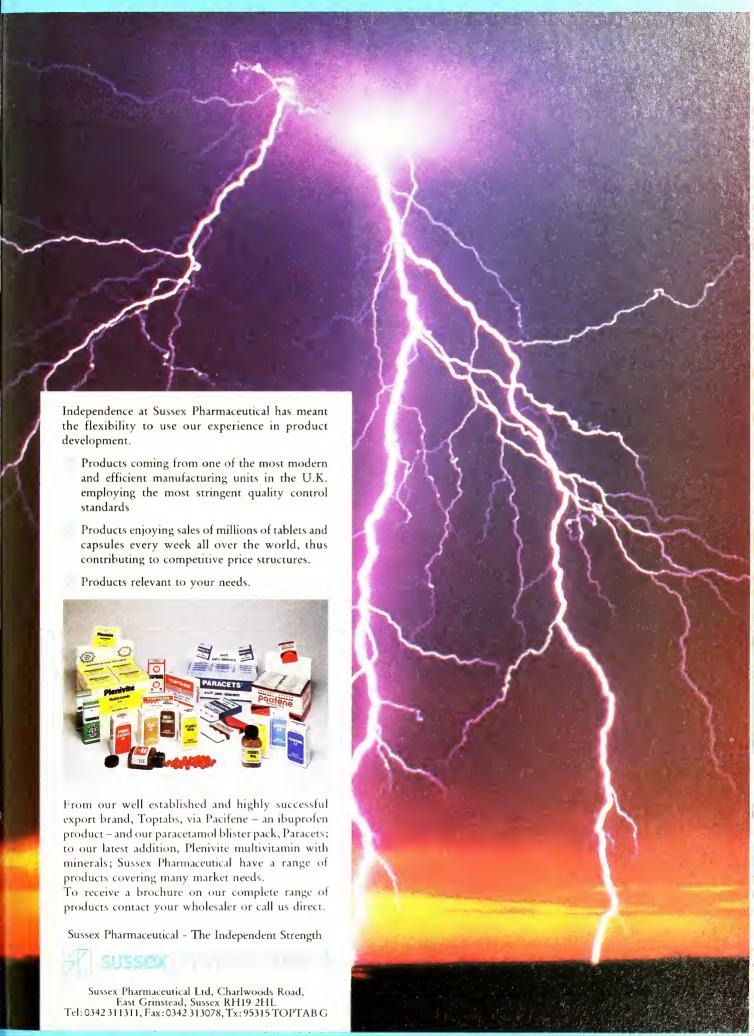
The answer to the question "whom are we to train?" is easy. Virtually everyone! To decide who is to be the trainer is less simple.

However small the organisation, there should be one person responsible for training. Very often that will be the boss. This training officer will not necessarily carry out the work him or her self, but clearly must know or learn enough about training techniques and people to be able to choose both effectively.

Unless the trainer is enthusiastic, unless the trainees also have that quality, the training will not succeed. The owner of the pharmacy must give fullest backing to all involved in the process. I suggest we cannot motivate others but can only help them motivate themselves by convincing them of their capacity for self-improvement. The loyal staff member who is unwilling or unable to benefit from training might inspire a considerate boss to take a broader view than purely economic factors justify. Such humane gestures have a price, and one might ask how far kindness can be stretched.

continued on p794

#### 



THE INDEPENDENT STRENGTH

#### PHARMACY ECONOMICS

continued from p792

if the future of the pharmacy is put at risk by carrying a "passenger". Whoever is responsible for training should be closely interested in staff recruitment, if problems of motivation are to be avoided.

Training must contribute to the achievement of the company objectives. Two of these will normally be to make the optimum profit and to continue in business. Unless training helps towards these objectives evidently it has not been warranted.

#### Dramatic effect

The benefits of some training might be long term, but the immediate effect on staff morale and attitudes of first introducing training can be dramatic. Most staff respond quickly and positively to interest shown in them. Alerting people to their potential is one of the most acceptable forms of interest by an employer.

Naturally, rewards of training will accrue only if it is put to practical use: to train someone and then not to give them the opportunity to employ their new skill is the way to lose staff. In even the smallest pharmacy, training must be part of a

progressive career for employees.

#### Time

If staff are to develop their potential they need to learn how to use time more efficiently. The amount of time at our disposal is limited so the rationale is to employ this scarce resource more intensively.

Before we can begin to make fuller use of time we should study how we currently deploy it. The exercise I shall suggest is arduous, and many people do not have the patience and application to undertake it. Those who will take the trouble to do so and to learn the lessons will find they can gain rich rewards.

The first step is to make a list of the ways in which you spend your time, at home, at work, during recreation, on holidays, on courses, travelling, and so forth. Each main group of activity should then be subdivided into its components.

In the pharmacy, for instance, you will doubtless dispense, attend to OTC sales, interview representatives, deal with VAT, and a multiplicity of matters. At home you will sleep, read, play with the children, watch the TV and so on. Every minute must be covered by your headings.

Now comes the testing part! For one or more representative weeks, keep a meticulous record of how much time goes on each activity or lack of activity, how many minutes seeing representatives, how many chatting with co-directors or partners, if any, how many hours watching the television, how many asleep, how many dining out.

Next comes the analysis. Spend an hour or two checking up on the totals for each subheading and heading. How much time in the pharmacy, how much for every activity therein. Similarly for leisure time. Even the busiest pharmacist will find that there are hours of "wasted" time. You are pretty certain to find that you regret not having allocated time differently, that you could have had more leisure without adversely affecting your work, or that you could have had more time for work by shedding an inordinate quantity of time on some trivial activity.

Training can help us employ talent, space, time, more effectively. When you remind yourself that wages and property costs are normally the heaviest outgoings a pharmacy has to bear, the significance of training is highlighted. Training generates profit!



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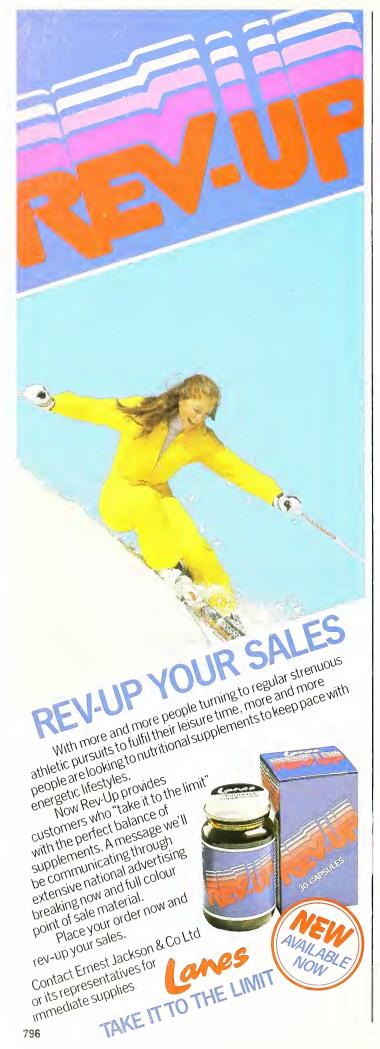
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796

#### Repeat scripts: Pt II

This is a sequel to my letter in last week's C&D covering repeat prescriptions. It transpires that the doctor concerned has a computer with a prescription writing program. I have seen perfectly presentable computer printed prescriptions from this surgery so why was he messing about with carbon paper in the first place? However, this program has an incredible flaw in it which I would not have believed possible if I had not seen the evidence with my own eyes.

I received a prescription on which the patient's name and address had been computer printed, but the medicine, quantity and dosage were handwritten. Not only was this ridiculous but the whole concept is potentially dangerous. To judge by the number of FP10s reported missing every week, such bits of paper are valuable items in certain areas. But at least they tend to get

stolen in relatively small quantities and the doctors generally

know they have lost them.

However, the possibility of printing an unlimited supply of "genuine" blank FP10s has to be very attractive and does not require much effort if programs such as the above are available. All that is needed is for somebody to break into the surgery, take a copy of the disc, one computer FP10 for an unscrupulous printer to copy and the world is the intruder's oyster. The BNF notes on computer prescribing make interesting reading: it's a pity that whoever wrote this program had not read them. I challenge all suppliers of software to GPs to deny responsibility. Squirrel Nutkin

#### Toothless wonder

In many areas there is much concern and a feeling of frustration at the inability of our Society to control the opening of pharmacies at undesirable sites and premises, such as private houses and doctors' garages. Sometimes planning permission has not been granted by local authorities; surely this should be essential before the Society gives approval to open. When one buys a house the first move is to see that there is no planning blight.

Any lies given in an application for a contract should lead to a mandatory striking off the register for both applicant and premises. The disgusting leapfrogging and "pincher openings" should be discouraged by all, especially locums and employee managers. All must reflect if these practices are worthy of an honourable profession. Members of Council please get some "teeth" to deal with this pressing urgent problem.

F.J. Reynolds Birmingham

#### Computer defence

When I recently recieved a comprehensive list in the "Pink Supplement" of drugs which had been the subject of Chemists Defence Association cases, it occurred to me that I might use my Richardson computer to even greater advantage.

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Now, when the "reminder" flashes on the screen, our dispensing staff check the NPA list and endorse the prescription to indicate that an extra check has been mde.

I hope this idea might be useful to my colleagues.

J.M. Horsburgh Edinburgh

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#### Judge reverses US Bendectin award

A US judge has cancelled another award for damages against Merrell Dow Pharmaceuticals Inc for birth defects allegedly caused by Bendectin (Debendox).

Federal Judge June L. Green of the US District Court of the District of Columbia recently cancelled the \$75million punitive damages jury verdict previously awarded to Sekou Ealy, an eight-year-old Washington, DC boy who alleged that Bendectin (Debendox) caused his birth defects. Judge Green said, "The evidence presented in this case cannot support an award of punitive damages".

The jury gave their verdict on July 14. In addition to the punitive damages, the jury awarded \$20million compensatory damages.

In the ruling, dated October 1, Judge Green denied the manufacturer Merrell Dow Pharmaceutical's motions for judgment in its favour notwithstanding the verdict, reduction of the compensatory damage award, and a new trial.

Merrell Dow will now appeal to the US Court of Appeals for the District of Columbia Circuit as to the motions denied by the US District Court.

The company says it has compassion for any child born with birth defects and for the child's parents, and understands how a jury can be emotional and sympathetic in such a situation, but adds this does not justify blaming Bendectin (Debendox) for the child's problems in face of the strong scientific support of the drug's safety.

Merrell Dow say the safety of Bendectin (Debendox) has been well supported by over 35 published epidemiologic studies or reports which show no cause and effect relationship between Bendectin (Debendox) and birth defects. Regulatory agencies around the world have concluded that there is no increased risk of birth defects resulting from its use of Bendectin, the company says.

#### Fison's 'orphan' gets PCP status

Fisons announced last week that the USA Food and Drug Administration has designated aerosol pentamidine — an orphan drug — for the prevention of Pneumocystis carrinii pneumonia (PCP) in high risk individuals.

PCP is an infection commonly affecting AIDS sufferers.

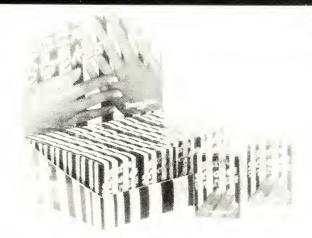
Fisons say their subsidiary in the USA, Fisons Corporation, is well advanced developing aerosol pentamidine as a preventative therapy for PCP. The research is focusing on a new way of delivering pentamidine using a nebulizer device, allowing minute drug particles to be delivered directly to the lungs in low doses which should reduce toxicity and severe side effects which can result from the present higher dose intravenous use, say Fisons.

Orphan drug status encourages the development of rare disease therapies.

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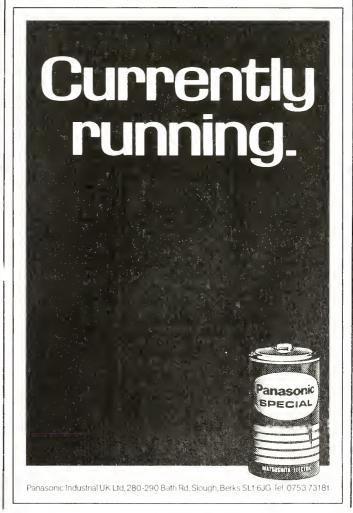
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# Glaxo: profits go up, shares go down

Glaxo made the headlines this week when their 22 per cent increase in pre-tax profits to £746m fell well below the City's expectations, causing £600m to be wiped off the Group's Stockmarket value.

The £134m increase in pre-tax profits for the year ending June, giving a 5 pence share dividend increase to 19 pence, were described on Monday by Glaxo's chairman Paul Girolami as "excellent — confirming the continuing vitality of the group's pharmaceutical products and indicating their potential for further growth". But City analysts had been anticipating a final figure of at least £800m and shares fell by £1.71 to £15.29. As C&D went to press they had fallen to £14.72.

Most national newspapers described the results as disappointing. The Telegraph describes it as "the end of a stock market legend" and suggests Zantac has grown too big for the company's own good; the slow down coming too early with nothing to replace Zantac's success until the early 1990s.

But the *Financial Times* points out that inflated expectations were the market's own affair; the company itself strictly had not made any forecasts.

Glaxo chairman Paul Girolami said:
"It would be unreasonable to expect the growth rates we enjoyed in the last couple

of years to continue. Our rate of growth is bound to decline before the next batch of major products comes along in the early 1990s."

Pharmaceutical analyst, Andrew Tivenan, agrees. He told *C&D* those who had estimated very highly, up to £840m in some cases, had misunderstood what was going on in the company. "Among other things currency was against them, and unlike last year there was no gain from their investment portfolio, plus costs were higher than expected," he says.

"I think things will now get back to normal." he said. "It has taken the company off a pedestal, shares are now cheap and they have research in the pipeline."

John Barr, Glaxo spokesman told C&D: "We are trying to encourage people to look ahead five or ten years. Good products are continuing to do well and we have products to be launched in the next two years including Zinnat oral cefuroxime and Volmax, salbutamol in the Oros osmotic pump device.

"We have to take a long term view. Some trading in the stock market tends to be only short term," he said.

The share prices of other pharmaceutical companies fell on Monday. This was seen by some as an adverse effect of Glaxo's announcement. Wellcome's shares fell by 23p to 508p, Fisons by 12p to 367p, Beedcham by 8p to 559p and Smith & Nephew 5p to 188p.

# PAPIC. AAPIL:

Pharmacist Mr Mehta from Charnwood Chemists, Loughborough (centre) receives a £50-voucher from Numark wholesaler E.H. Butler & Son of Leicester's sales manager, Mike Callus, for supplying Mrs K. Sharples with her winning entry form in the jointly sponsored Numark/Cow & Gate Happy Families competition.

# Toiletry double means jobs lost

Elida Gibbs and Chesebrough Pond's are joining forces in sales and distribution — a move designed to strengthen the service but resulting in the loss of 40 jobs.

From next January, Elida Gibbs will handle all their own toiletries and Pond's skin care products, while a new specialist unit will deal with the companies' combined cosmetics and fragrances business. The latter will continue to operate from Pond's base in Willesden.

All redundancies will be from Chesebrough Pond's — 15 sales and 25 distribution staff. Mixing the Gibbs and Ponds sales force would throw the customers out, say Elida Gibbs, but the cosmetics and fragrances side uses Pond's staff exclusively. This follows a review since the Pond's business was bought by Unilever at the beginning of the year. The procedure for ordering products will continue unchanged.

#### Sunday trading: more debates

The Government's reluctance to run the risk of a further Parliamentary debacle over Sunday trading was clearly apparent when the issue was brought up at the Conservative Party Conference in Blackpool last week.

Some 18 months after the humiliating reverse suffered in the Commons when a rebellion by Tory back benchers helped to defeat the Bill designed to introduce deregulation on the lines of the Auld Committee's report, ministers are still not clear on an acceptable alternative.

Mr Tim Renton, Home Office Minister, came close to being howled down by the Party's normally docile rank and file when he indicated that the Government's preference is to transfer the entire problem to the local authorities by passing an enabling Bill to permit each council to state the restrictions on Sunday trading in its own area.

With enforcement of the present law by local councils a major source of complaint, delegates made their objections to such blatant buck passing clear. Mr Renton confessed that in devising this proposal he had been "kite flying", but made it clear later that the idea has still not been completely ruled out.

"This is a thicket and we have to find our way through," he said. "People bristle at the ideal of local authorities being influenced by the wishes of their local people, but I believe it would work here."

During the debate opponents of full deregulation underlined the difficulties which small independent businesses would face opening in and competing with high street multiples and supermarkets in unrestricted Sunday trading.

#### Baxa's new force

Medisco Medical Systems have joined forces with Baxa Europe at new premises in Salisbury, where a new company, Baxa (UK) Ltd will distribute Baxa Products.

While being jointly owned (with Medisco holding the majority share), the directors of the new company are being appointed from Medisco. It is designed to provide a closer link between manufacturer and distributor. Medisco Medical Systems are based at the new address but will continue their medical trolley business under their own name. The new address for Baxa (UK) Ltd and Medisco Medical Systems is Holom Down, Lopcombe, Salisbury SP5 1BP.

Chemist & Druggist 17 October 1987

#### Retail Business gives credit where it's due

The number of bank credit card holders is growing all the time, and shows no sign of slowing down.

That's the conclusion of a Retail Business report on credit and charge cards, which points out that with only 36 per cent of the adult population in possession of, or with access to, at least one card, the UK market is by no means saturated.

Credit cards are designed to give easy access to credit while charge cards are a means of convenient paying and outstanding accounts must be paid each month.

The number of credit and charge cards in use has shot up from 11m in 1979 to 30m at the end of last year. Slightly more than 16m people now carry at least one card, and turnover in the same period has grown from £2.4bn to £10bn.

The attraction of credit cards to the consumer is mainly the ease of access to credit at no cost in the short term.

For retailers, the advantages are reduced cash handling, assured payment and bigger turnover — because card holders are more susceptible to impulse buying and repeat purchases.

New retailers are still being added to the bank-issued credit card system, says the survey. In 1982 there were 192 retail outlets accepting Visa cards and 190 taking Access. By last year the figures had gone up to 258 for Visa and 270 for Access. But more and more major chains are seeing the advantage of developing their own store card systems and customers are increasingly expecting to be able to use credit cards.

Looking at card fraud, Retail Business note that the amount lost is quite small, as a proportion of total business. In 1986 it came to 0.13 per cent of total turnover—\$8.2m— in the case of Access, and 0.14 per cent in the case of Barclaycard— or \$6.9m.

Ultimately, says the report, the answer to card fraud will come with the availability at low prices of smart cards, with memory chips holding the spending limit available.

Despite the controversy sparked off by Barclays' Connect debit card, Retail Business believe it to be the most significant card innovation this decade, and they say, "it brings us all closer to a completely electronic point of sale system of payment". Retailers don't need persuading of the advantages, says the report; only of the benefits in relation to the costs to the stores.

One warning sounded by the survey is that the problem of bad debts is growing — though it's currently limited to a minority. Barclays admit that last year around 100,000 had long-term problems repaying borrowed money from their cards. And Retail Business predict that unless the credit card industry moves to regulate itself, it may find regulations imposed on it by the Government. "Credit and Charge Cards", Retail Business report 356, The Economist Intelligence Unit, 40 Duke Street, London W1A 1DW.

#### Rated bottom

Small firms have put the Government's planned national uniform business rate (UBR) bottom of their list of preferences for solving their growth and profit problems.

According to a survey published by the Forum of Private Business — which in the Summer indicated Business Rates were a number one concern — a local income tax, increase in VAT to cover the cost of all local authority rates, or even no change at all, came above the UBR and property revaluation proposals.

The survey goes on to suggest that the UBR will discriminate against retail and service sectors, small firms particularly, and that the property valuation it will use is an outdated method of assessment. The top choice of a local income tax offers a rating

system based on a firm's ability to pay tax, it says. Small businesses currently pay as much as five times more rates as a percentage of pre-tax profits than big businesses pay," says the FPB.

#### New ideas

The National Health Service
Training Authority is setting up two
professional advisory groups
(PAGs) to provide a forum for
training ideas and means of access
to full authority.

Chaired by Training Committee member Mrs Barbara Young, they will cover a wide range of professions. For pharmacy, group members will include District Pharmaceutical Officer William Brookes and pharmacy technician Jeanette Maher.

#### AAH purchase Rudge Roberts

AAH are extending their distribution service in the Welsh borders with the purchase of pharmaceutical wholesalers Rudge Roberts.

This latest acquisition was from Glwyned International for £1.427m, and while it will operate within AAH's pharmaceutical division it will run under its own name — Rudge Roberts. "We haven't much business in the Welsh border territory so it will mean new customers," Bill Revell, director of AAH's pharmaceutical division says. "And we hope to make improvements to the company where we can — such as installing order entry devices," he added.

#### Sangers record

Quadrant Group — formerly Sangers Photographics plc — have reported record interim pre-tax profits of £980,000.

This marks an increase of 55 per cent on the £631,000 reported for the same six months, ending August 31 last year.
Earnings per share rose to 6.01 pence.

Quadrant claim the results reflect the growth of the last six months which saw the company name change and four aquisitions, including Monument Photographic Laboratories bought in July.

# NHS price index surprises ABPI

The Association of the British
Pharmaceutical Industry is
"surprised" at the reported increase
in NHS drug costs, as measured by
the Department of Health's Health
Service Prices Index.

A spokesman for the Association told C&D they are trying to get more information on how the index is produced by the Department, and whether it is a measure of a "basket" of drugs, and which drugs are in the "basket".

He said that the reported 16 per cent increase during the period November 1986 to August 1987 was considerably higher than the industry's own estimates of around 5 per cent, and this despite increased profit targets generally, as negotiated under the last October's new Pharmaceutical Price Regulation Scheme.

#### Vestric's Worling and Taylor promoted

A restricturing of AAH's pharmaceutical division sees Peter Worling moving from his position as managing director of Vestric to the board of AAH, where he will be responsible for all pharmaceutical wholesaling.





Peter Worling

David Taylor

David Taylor, currently Vestric's marketing director, is being promoted to MD, while Mr Worling will retain a directorship with the wholesaler he has worked for over 30 years. Vestric were bought by AAH in 1985, and are their largest operating company.

Commenting on his new appointment, Peter Worling told C&D: "We want to make sure all AAH wholesale companies have access to the operational developments of the group to improve their service. However, member companies will retain their image."

Other internal promotions include Len Southworth's and Ron Vizard's appointment to the board of AAH. Mr Southworth becomes assistant director of wholesaling, while staying as managing director of the AAH subsidiary Hills Pharmaceuticals, and Mr Vizard becomes divisional finance director, while retaining his position as finance director of Vestric and AAH Meditel Ltd.

# Sangers on the road again

The second phase of Sangers' national video road show is now running in Plymouth, North West, Leeds, Newcastle, Glasgow and Belfast.

In the first phase, several hundred dealers and their staff attended sessions on video photography which offered advice on selling, ranges, accessories and market trends, says the company. They also included special offers.

Tourist Tax Free Shopping have launched their first shopping guide for overseas visitors. It explains how to reclaim VAT, lists 3,000 retailers using the system, and contains information on town centres and shopping hours. It is available to visitors via hotels, tour operators and the British Travel Centre.

Reckitt & Colman have sold their UK cleaning business for £12.75m to BET international services. The company says the cleaning sector did not relate to their other businesses, which it does not see being directly affected by the sale.

Boots are spending £3m on their ibuprofen plant, increasing annual production capacity by 50 per cent to over 3,000 tonnes. New facilities, using computer processing developments will be installed at the ibuprofen plant in Nottingham by June 1988, says the company.

HM Customs and Excise have published a new edition of Notice 700, "The VAT guide", incorporating guidance on the VAT treatment of motoring expenses, replacing VAT leaflet 700/32, which has been cancelled.

# New reading for retailers

Senior managers of retail chains with ten branches and over are the target readership for a new weekly magazine to be launched next February.

AGB Hulton, who says they see retailing as the economy's most important business sector, will publish the magazine, and Patience Wheatcroft, currently assistant editor of the *Daily Mail* city desk will head the editorial team. It will have a controlled circulation of 15,000 senior managers.

#### End of an era

Boots have announced the closure of their original chemical works in Manvers Street, Nottingham.

First opened by Jesse Boot in 1915, production has scaled down over the years as purpose built computer-controlled facilities became available on the Beeston site. Codeine production will continue for some months after the rest of the factory is closed, next April.

#### COMING I

# An invitation to NI UCA dinner

The Ulster Chemists' Association is holding its President's Dinner on November 4 at the Dunadry Inn, Templepatrick, Co. Antrim.

All members of the Association are invited and the event will include the presentation of the new chain of office and refurbished medallion by Sangers (NI) Ltd. The cost is £15 including wine and it will start at 7.30pm for 8pm. Details are available from The Secretary, Ulster Chemists' Association, 73 University Street, Belfast BT7 1HL.

Sunday, October 18

Shop Display '87. Sunday-Wednesday, 10am-5pm, Tuesday 9am-9pm. Valley Value Shopfittings Superstore, Henrietta Street, Bacup, Lancs, tel: 0706 876000.

Monday, October 19 Mid Glamorgan East Branch, Pharmaceutical Society, 8pm, The Globe Hotel, Pontypridd. Dr J.M. Blankson, consultant paediatrician on "Asthma in children".

Wirral Branch, Pharmaceutical Society, 8pm, Wirral post-graduate medical centre, Clatterbridge Hospital. Wine tasting.

#### IG EVENTS

Tuesday, October 20
Manchester Brunch. Local Pharmaceutical
Committee. 7pm, Lancashire Cricket Club.
"Pharmacists, AIDS and intravenous drug use".
West Kent Branch. National Pharmaceutical
Association. 8pm, Graham Chiesman House, St
Paul's Cray Road, Chislehurst, Kent. Mr Nicholas
Wood, Council member. "Through Nuffield and
beyond".

Wednesday, October 21
Barking and Havering Branch, Pharmaceutical
Society, 7.30pm, academic centre, Oldchurch
Hospital, Romford. Mr David Sharpe on "Council's
proposals arising from the Nuffield enqury".
Edinburgh and Lothians Branch, Pharmaceutical
Society, 7.45pm, 36 York Place. Joint meeting with
Fife and Lanarkshire branches. Mr B. Silverman,
PSGB president on "The implementation of the
Nuffield report proposals".
Isle of Wight and Southampton Branches.

Isle of Wight and Southampton Branches,
Pharmaceutical Society, 7.00pm, Avon Room, Post
House Hotel, Herbert Walker Avenue, Southampton.
Report on the working party on education and
training.

Thursday, October 22
Glasgow and West Branch with Lanarkshire
Branch. 7.30pm in Room 1, McCance Building,
University of Strathclyde, Glasgow. Mr W. M.
Darling, Council member on "The Nuffield report".
Lincoln and District Branch. Pharmaceutical
Society. 7.30pm, post-graduate centre, County
Hospital, Lincoln. Barry Devonald (local BDA
spokesman) on "Update on dentistry".

Advance information
Northern Handling, Storage and Packaging Show,
December 2-3, Harrogate Exhibition Centre. Details
from Colin Edwards, Trinity House, Hercies Road,
Hillingdon, Middlesex UB10 9NA, tel: 0895 58431.

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For job description and application form contact the Personnel Department, Napsbury Hospital, London Colney, St. Albans. Tel: 0727 23333 Ext.

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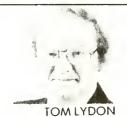
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The Trade Marks set out below were assigned on the 25 March 1986 by Farley Health Products Limited of Clarges House, Clarges Street, London W1Y 8DH to Farley Health Products Limited (formerly known as Lenbrook Laboratories Limited) of 1 Thane Road West, Nottingham NG2 3AA. WITHOUT THE GOODWILL OF THE BUSINESS IN THE GOODS FOR WHICH THE MARKS WERE IN USE.

NUMBER	MARK	GOODS
585740	Farleys Rusk & Device	Food for Infants in the form of Rusks.
601610	Farleys	Rusks
825488	SEVANA	All goods included in Class 3
825489	SEVANA	Pharmaceutical preparations, but not
		including preparations for personal
		administation in the treatment of geriatric
		complaints.
833889	Farleys	Food for Infants.
837410	Farlene	Infants' Foods.
837411	Farlein	Infants' Foods.
859479	Farlene	Invalids' Foods.
859480	Farlene	Infants and Invalids.
879550	Branets	Pharmaceutical, veterinary and sanitary
		preparations and substances; disinfectants; infants', invalids' and dietetic foods; for
		killing weeds and destroying vermin.
879551	Branets	Flour and preparations made from cereals
073331	branets	for food for human consumption; bread,
		biscuits (other than biscuits for animals)
		and flour confectionery.
879552	Brantles	Pharmaceutical, veterinary and sanitary
073332	Brances	preparations and substances; disinfectants;
		infants' and invalids' foods; preparations
		for killing weeds and destroying vermin.
879553	Brantles	Flour and preparations made from cereals
0.000		for food for human consumption: bread,
		biscuits (other than biscuits for animals),
		flour, confectionary.
901841	Farleys & Device	Rusks.
1142368	Farleys Toddlers	Chocolate coated rusks.
1142473	Farleys and Device	Chocolate coated rusks.
1143771	Farleys and Device	Chocolate coated rusks.
1192252	Vitarusk	Infants' and Invalids' foodstuffs all being in
		the form of rusks.
1219320	Farleys Follow on	Food for Infants being milk or milk based
	Milk	products.
1219321	Farleys Follow on	Milk and Milk based products (for food), the
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1252839		Food for Infants.
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1252840		Food for Infants.
1252841	Farleys Tea Timers	Food for Infants.

#### NOTICE

Trade Mark No. 896982 TRISEP registered in respect of "antiseptics sold in containers adapted to dispense their contents in aerosol form for atmospheric use in hospitals, clinics and the like" and Trade Mark Applications Nos. 1246054 TISEPT and 1248763 UNISEPT sought to be registered for "Pharmaceutical, veterinary and sanitary preparations; foods adapted for medical use; medical and surgical plasters; materials prepared for surgical dressings" and "Pharmaceutical, veterinary and sanitary preparations; foods adapted for medical use; medical and surgical plasters; materials prepared for surgical dressings" respectively, were assigned on 2nd March 1987 by SCHERING HEALTH CARE LIMITED (formerly SCHERING CHEMICALS LIMITED) of The Brow, Burgess Hill, West Sussex to SETON PREBBLES LIMITED of Tubiton House, Medlock Street, OLDHAM OLI 3HS, WITHOUT THE GOODWILL OF THE BUSINESS IN THE GOODS APPERTAINING THERETO.

#### PEOPLE

# Obituary: CTPA's Robin McCulloch

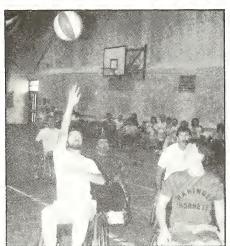
Robin McCulloch, company secretary of The Cosmetic, Toiletry and Perfumery Association, was killed in the Burma Airways crash on October 10 in which 49 people died, including four other Britons.

CTPA director-general Marion Kelly writes: It is with deep regret that the Association announces the death of Robin McCulloch.

Robin joined the TPF (Toilet Preparations Federation) as it was then, in July 1975 as business manager. He received his BSc in Biochemistry at Dundee, after previous experience with Shell International and Nicholas Laboratories. As business manager he steadily built up the whole commercial side of the Association's activities to the comprehensive and efficient operation it is today.

His abilities and achievements were rewarded when he was promoted to company secretary of the CTPA in September 1982. In addition to the heavy workload associated with legislative representation both in the UK and Brussels, Robin always found time to help individual members with specific packaging and marketing problems.

Robin was a perfectionist in his work,



A twelve hour, wheelchair basketball marathon involving sponsors Coloplast Ltd was held recently to raise funds for one of the top wheelchair teams, the Haringey Hornets. The day raised £800 and at the close of the marathon Coloplast's general manager Ron Kendrew presented £1,500 as an initial sponsorship payment.



Shulton (GB) managing director Nick Kohn (left) presents Blue Stratos British Under 23 Championship winner Del Harris with his trophy. Runner up Jason Nicolle is given his cup by Peter Chalk of the Squash Rackets Association at Lambs Club last week

but he will be missed most of all as a friend and colleague whose sense of humour and perspective was invaluable to us all.

Robin is survived by his parents, Mr and Mrs Colin McCulloch, his brothers Colin, Ian and their families.

# Calling all women

The search is on for a woman of merit in British commerce and industry to receive the 1987 Veuve Clicquot award — Business Woman of the Year.

It is run by Veuve Clicquot Champagne in conjunction with the Institute of Directors and is asking for nominations by the end of January, 1988, backed by any relevant information such as CVs, Press cuttings and company reports.

The judges will present a short list in early March, and the eventual winner will visit the Rheims' vineyards where a vine will be christened for her, and will receive a silver momento and champagne every birthday for the rest of her life. Entry forms from The Veuve Clicquot Award, Freepost, London El 9BR.

#### On the road at 50

Underwoods gave away a new car this week, a prize in a competition to mark their 50th opening at London's Waterloo station.

The competition, open to customers who had a film developed at the store, was in question and answer form. The winer received his new Fiesta at a champagne celebration at Waterloo Station yesterday.

#### Match making

Wilkinson Sword's president Alan Fletcher has been appointed executive vice-president and group president's deputy of parent company Swedish Match.

The appointment comes just six months after Swedish Match's acquisition of the company (C&D April 4, p624), and will involve responsibility for the match companies in Asia, Africa and Australia, for lighters and paper products as well as Wilkinson's Sword's own products worldwide, says the company.

College of Pharmacy Practice Board of Studies: Dr Peter Wilson (principal pharmacist, education and training, research and development, North West region), Chris Norton (training manager, Boots) and Dr Derek Balon are appointed.

National Health Advisory Service:

Professor Philip Seager MD FRCPsych is appointed director. Professor Seager has held consultant posts at St Mary Abbott's Hospital, London and Banstead Hospital, Surrey before moving to the University Department of Psychiatry at Sheffield in 1965. During the last 10 years he has been a member of the Health Advisory Service.

Ernest Jackson of Devon Ltd: Lee Walker becomes managing director. He succeeds Ralph Hamer who retired in July after 24 years with the company, a subsidiary of Bassett Foods.

Deb Group Ltd: Adrian Knife is appointed market development manager for Hygiene with particular responsibility for Deb Push Button Soap.

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#### **COMPETITION ACT 1980**

Notice under section 3(2)(b) Becton Dickinson UK Limited

Under section 3 of the Competition Act 1980 the Director General of Fair Trading is to investigate whether Becton Dickinson UK Limited (Becton Dickinson) has been or is pursuing a course of conduct which amounts to an anti-competitive practice.

The matters to be investigated are:

- whether Becton Dickinson has been, or is, selling hypodermic syringes or hypodermic needles at a price lower than the cost to it of supplying those goods;
- (2) if so, whether in so doing it has been, or is, pursuing a course of conduct which restricts, distorts or prevents competition in connection with producing, supplying or acquiring those goods in the UK or any part of it.

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#### **OCTOBER BONUS 1987**

PRODUCT	PACK SIZE	BONUS DISC.	BONUS PRICE
ADALAT A.R. 20MG 5662/0015	50	15	8.20
ADALAT L.P. 20MG 5871/0001	30	19	4.69
ALDOMET 250MG 5848/0123	100	18	4.87
CANESTAN CREAM 3787/0028	30G	21	1.44
CLAMOXYL 250MG 5848/0224	12	24	1.54
DOLOBIS 250MG 5848/0098	30	27	1.98
HALCION 0.25MG 5848/0226	20	38	0.95
IMODIUM CAPS	20	23	1.72

PRODUCT	PACK SIZE	BONUS DISC.	BONUS PRICE
INDOCID 25MG 5848/0087	30	22	1.16
LERIVON FORTE 30MG			
(MIANSERIN) 5848/0261	42	18	6.76
MODOPAR 125MG 5848/0220	60	35	4.52
PROTHIADEN 75MG 5848/0198	28	27	2.92
SEPTRIN FORTE TABS 5848/0289	100	25	13.97
ZYLORIC 300MG 5848/0003	28	73	3.12

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\* Source: Nielsen Drug Index

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# BABYCARE 87

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Milupa are clear brand leaders in the total dry babyfood market. Brand leadership comes from providing what mothers want.

Mothers told us they want babyfood by mealtimes. So Milupa launched the first ever Tea Time Savouries – of course they were a great success.

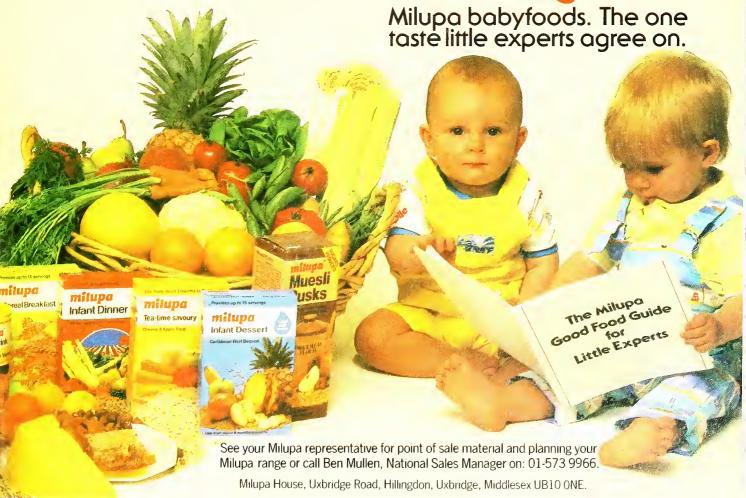
Now, by popular demand, we have segmented our whole range into Breakfast Time, Dinner Time, Tea Time and For All Times to make it easier for your customers to choose.

And we are advertising our "Mealtimes" in a national women's press campaign featuring our Little Experts, which shows our great range *PLUS* a 20p coupon off their next purchases.

To maximise your sales and profits stock up now and merchandise your shelves in Milupa Mealtimes.

Where Milupa leads, the market follows.





# For the last two years Cow & Gate have outsold all other babymeals.

# (Why not celebrate with a few jars?)



Our babymeals are now growing as healthily as those who eat them. We're the clear brand leaders in chemists, and sell over 70% more than our nearest competitor.\* (The next time their rep drops in, please give him a couple of aspirin.)

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doesn't mean mothers are restricted in their choice. Altogether there are 60 of them, so naturally, the more you stock, the more you'll sell.

To celebrate our position as brand leader, we're dispensing free champagne this month.

Just send your name and address to Cow & Gate, Box M2,

Trowbridge, Wiltshire BA148YX to reach us no later than Wednes day 4th November.

The first ten names drawr out of the hat will then receive a bottle of the bubbling beverage.
And naturally, it'll be Mumm's. The Boby Feeding Special

\*SOURCE INDEPENDENT CHEMIST AUDIT, MAY/JUNE 1987



# SIX HANDFULS OF WALTON

If one baby is a handful for most new parents, what are six? C&D asked Graham and Janet Walton.

pharmacy has been built inside a warehouse on an industrial estate in Greenford, Middlesex. In fact the warehouse is a sound stage, and the pharmacy mock up has only six very special customers — Hannah, Jenny, Kate, Lucy, Ruth and Sarah Walton.

The first day's shooting for the new Vantage commercial is over, the director has given his last piggy back, the crew are exhausted, actor Bernard Holley, PC Newcombe from "Z-Cars", playing the pharmacist, has said "Good morning Miss Walton" six times, twice, or was it three times. It's a "wrap".

The six stars of the show, however, the Walton sextuplets, now nearly four years old, don't seem too tired as they disappear, loaded down with Vantage carrier bags full of goodies, with two grandmothers, to get changed.

For the Walton family a day filming a commercial is a day out. For the rest of the time the six Walton girls, like other children their age, are growing up at home. They've now started "pre-school",

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and had been attending play school three mornings a week on a "perm four from six" basis, with two staying at home for more individual attention with mum Janet.

With the girls now starting school, things are calm enough for Graham to return to his work as a painter and decorator for the first time in two years. He hopes it's full-time.

As was widely reported at the time, Graham Walton gave up work to help look after the girls when they left hospital some weeks after they were born on November 18, 1983. Jenny and Kate arrived home on January 2, Hannah, Lucy and Sarah two weeks later, leaving Ruth for a short time before she, too, moved into one of six carrycots sitting in what was once Janet and Graham's bedroom.

Help during the early days came from one nurse during the day, with four night nurses working shifts. "Even so, we insisted right from the beginning on no help from five to ten in the evening. No matter how difficult it was, we wanted that time together as a family," says Graham. He recalls that even with four nurses at night, they were still often up helping out.

Graham had a trial return to work four months after the girls came home, leaving Janet aided by a nursery nurse and a home help. "But it didn't really work out, so Graham stayed at home," Janet says. "And as soon as we could we reduced the night staff so that we had just one girl at the end."

Much was made of the sponsorship the family received at the time, but Graham pays tribute to the health authorities too. "I can only say they were marvellous. If we needed anything, it was there." Vestric are now the only company involved with the Waltons.

The amount of work involved in looking after six two month old babies can be suggested by some rough calculations. At six feeds a day, the Walton sextuplets required 36 bottles of milk every day. "We used to make it by the bucketful," says Janet. And if, as has been estimated, a baby in the first year of life will require 2,000 nappy changes, a calculation using a conservative estimate of four

minutes per nappy means around five weeks of nurse/parent/relative time spent changing nappies alone!

The Waltons were front page news back in 1983, but have been "an item" only occasionally since then. "The way we have handled it up to now, the Press interest has always been invited," Janet says.

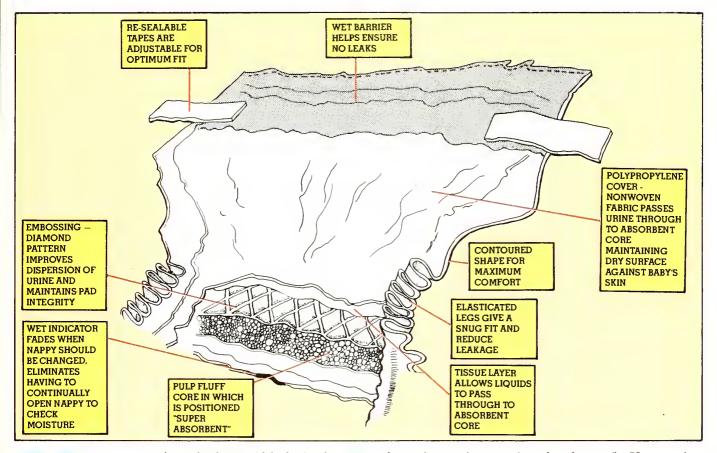
The family, however, recently make a week-long trip to Japan for a television programme. "We had been asked three or four times to go and appear on different shows," Graham explains. "We thought about it very hard — it's a big decision flying all that way with six children." The Waltons eventually appeared on the sixth anniversary of a programme that focusses on unusual happenings and events; its title roughly translates as "Their World". Needless to say, the girls were a hit with the Japanese public, and caused a commotion wherever they went. (Such a reaction is not unusual in the UK either, as Watford had discovered as the Waltons went shopping on the day before the filming of the commercial.)

But for Graham and Janet, it seems, the extraordinary part was the pregnancy and birth, now they are just an ordinary, if unusual, family. "They're just normal girls," Graham says. "Some are more outgoing than others, like any kids. We haven't any other children to compare them with. Of course, they're all at the same stage, but it's great for them to have other kids around." One thing you can't say about the Walton sisters is that they have no friends of their own age to play with!

Graham points out that sharing a house with seven women has its drawbacks, however. "I can't get a word in edgeways," he says. And things can only get worse. "By the time they get to be 13 or 14 I won't be able to get in the bathroom." Janet adds: "And we'll be encouraging them to elope, too."

The six subjects of the conversation reappear, ready for the trip back to the hotel. With eight to be transported around, a Mitsubishi Space Wagon fits the bill. A further day's work on the commercial is to come, then it's home to Wallasey . . . and "normality".

# GETTING TO THE BOTTOMOF 'SUPERABSORBENT'



any young mothers of today would find it hard to imagine a world without disposable nappies. But it is just ten years since the only disposable nappy product was a nappy liner, used with a terry. Penetration into what is probably the fastest growing retail market in the UK has been led by innovation. The latest, and much heralded, stage in the development of the all-in-one — so-called "superabsorbency" — finally arrived in the UK in June. With the help of Celatose, who claim to be the largest private label manufacturer in both the UK and Europe, C&D takes a look at the technology behind the latest development.

The design and manufacture of a disposable nappy with less "bulk" produces a product with major benefits to both consumer and retailer. To the baby it means a more comfortable product to wear and for parents a much more manageable pack size when bought in large quantities. The retailer gets the benefit of far better utilisation of shelf space and less space taken up by stock.

A superabsorbent or "ultra" disposable nappy has an "absorbency enhancer" in the pulp fluff core of the nappy. In Celatose nappies, this is a non-allergenic polyacrylate polymer which is placed in a precise position within the centre section of the pad and which ensures absorption and retention of liquids in a "gel". Because of the extraordinarily high urine retention capacity of the

polymer, the actual core can be reduced in size (by 50 per cent) — hence the reduction in overall size.

The precise position of the polymer is a carefully guarded secret, but it is applied to achieve maximum comfort for the baby. Liquids are drawn away making baby far more comfortable and, therefore, capable of going for longer periods between changes.

The pulp fluff containing the absorbancy enhancer is selected for comfort, absorption and dispersion. Dispersion is important in facilitating the distribution of liquids throughout the absorbent core, rather than concentrating them in the centre crotch section of the nappy. The diamond embossed cross-hatching on the top of the pad improves this further, and also ensures that the pad remains whole during use.

An additional benefit in the Celatose nappy is a "wet barrier" designed to prevent the passage of urine from the pad through the non-woven liner and out of the top of the nappy. This is created by a non-permeable seal across the ends of the absorbent core and between the liner and the waterproof backing of the product. Its presence is indicated by a pale blue band which also makes the nappy more attractive. In addition, a "wet indicator" fades when the nappy should be changed, eliminating the need to continually open the nappy to check moisture.

Other well established features are shown in the illustration.



abies and pharmacists are getting more room. New "super absorbent" nappies have less bulk, so are more comfortable to wear, and are easier for pharmacists to store. "Superabsorbent nappies are a space saver for independent chemists," says Numark marketing controller Keith Sinclair. "More sales can be made from the same shelf, and less storage space per case means a reduction in 'out of stocks'."

There seems little doubt that superabsorbent or "ultra" is the shape of things to come. Proctor & Gamble, who launched Ultra Pampers in June, have already withdrawn most sizes of their regular Pampers. Other companies, while launching a new product are keeping the "traditional" range going as a budget brand.

Ultra may also hasten the decline of the traditional terry. It is estimated that over 60 per cent of the 3.4 billion nappy changes in the UK in 1987 will use a disposable. Keith Sinclair forecasts that this could be 70 per cent in early 1988. Superabsorbent itself should swiftly take over from "regular" disposables. He says sales should reach 50 per cent within six months.

Growth in the disposable nappy market has been spectacular. The 425 million units sold in 1979 were worth £22.6m at rsp. Five years later in 1984, 1,200 million units were sold for £130m, and the Disposable Baby Napkin Manufacturers Association projects sales of 2,300 million units worth £280m for 1987, representing year-on-year growth of 21 per cent volume, 24 per cent sterling. But with only 60 per cent penetration of the UK market so far, disposable still have some way to go to catch up with the near total dominance

achieved in other European countries.

The DBNMA says chemists hold 45 per cent of sales against 48 per cent for the grocers, with others, including department stores and specialist baby shops, taking the remaining 7 per cent.

Numark put the whole market into perspective. "Disposable nappies have been made thinner and more efficient, which is what the mother is really interested in. These nappies 'lock liquids' in the centre core of the nappy and have another advantage in that the polyacrylate particles draw liquids to them quickly, keeping urine away from the baby's skin, reducing the risk of soreness."

In fact, Keith Sinclair thinks that superabsorbency means earlier improvements in disposables are now obsolete. The new nappies are far less likely to leak through the sides or waist area making a waist barrier coating unnecessary, Mr Sinclair says.

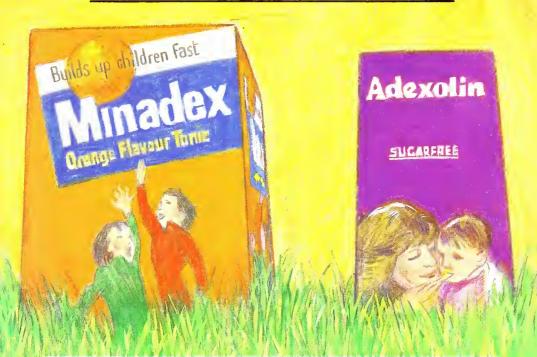
Numark have just unveiled their Ultra Dri All-in-One in infant, toddler and childsize (newborn remains unchanged as super absorbency is considered unnecessary). Mr Sinclair's view is reflected by the loss of the blue waist shield, and the wetness indicator has also disappeared as an unnecessary appendage. The swollen gel of a "wet" nappy is obvious, he says.

Keith Sinclair offers one more piece of advice. Retail pharmacists should cut the jargon associated with superabsorbent. "Mothers will be looking for the new 'dry nappies'," he says.

Vestric are introducing a superabsorbent Vantage nappy, but continue to produce its forerunner as a budget brand. The new all-in-one, produced by Swaddlers, is available in infant, toddler and



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We've bought the sole rights to Minadex and sugar-free Adexolin the leading vitamin and mineral preparations for children.

Their position in the market place is now being reinforced by our expertise as the vitamin and supplement specialists. Which means their sales will mushroom.

- Immediate promotion at the two crucial national health care conference and exhibitions this autumn.
- Heavyweight colour advertising campaign in the parental and health visitors' press during the winter sales period.
- Substantial PR campaign in both parental and para-medical press.
- Excellent profit opportunity for you.

If you want your sales to flourish this winter, follow our example and buy in Minadex and Adexolin, childrens' vitamin supplements. See your Seven Seas representative for more details.

child sizes in updated packs including the revitalised Vantage logo. The ultra variant will be retailing from £3.49 with the budget brand in various pack sizes from £1.15. However, a special 10 per cent discount will enable Vantage chemists to sell the small pack in the budget range for £0.99.

While Proctor & Gamble went national immediately in June with Ultra Pampers, Peaudouce first launched Babykini in Northern Ireland and through Boots branches in Great Britain. Four months later, Peaudouce say this test marketing has been very successful and they are rolling out Babykini nationally this month. The maxi size will be the only one initially; other sizes will follow in January. Peaudouce are also continuing their Babyslips brand, saying the two brand positioning offers mothers the best choice.

Marketing support for Babykini includes introductory pricing, in-store demonstrations and promotions, and one million samples given away by direct mail, in-store and magazine inserts. Early 1988 will see a national £1.5m television campaign on ITV, Channel 4 and TV-am, and an extensive women's magazine campaign.

Unichem's superabsorbent own-label should be on shelf in November. Two weeks ago saw the official opening of Neptune Industries Ltd, Unichem's £5m disposable nappy plant in Rochester. The facility is expected to reach a production capacity of 12 million nappies a month.



Just out - Numark's new Ultra Dri

Robinsons of Chesterfield are adopting a "wait and see" attitude. Marketing manager for the diaper division, Tony Oakland Smith, says: "Cosifits has always been among the leaders to introduce new features and benefits, but we feel that our improved Cosifits which feature the 'change me' ducks wetness monitor, superior elastication and improved absorbency, offer the consumer better value for money." A new Cosifits childsize will be launched shortly.

Celatose' sales and marketing manager Arthur Wilkins believes that besides superabsorbents and own-label brands there is a gap in the market for a "non-own-label" at a price that suits the customer while offering good margins for the retailer. To satisfy this, Celatose have set up a sales and distribution network throughout the UK to market their own brand Sofline. Available in infant 10s and 36s and toddler 10,20,30 and 60 packs, Sofline incorporates contoured shape, elasticated legs and re-sealable tapes. Celatose plan to include newborn and child sizes early in 1988.

Summer also saw the launch of Merrell & Pardoe's Lullaby range of all-in-ones in newborn 30s, infant 24s, toddler 10s, 20s, and 40s and childsize 20s. Undercover's Chicks Ultramate, another superabsorbent nappy, was launched at Chemex last month.



Celatose seek chemist stocking for Sofline



Blue Ridge Care, who produce the Super Star superabsorbent for Boots, are launching Ultra Tendercare to independent chemists in infant and toddler sizes, triple folded in packs of 24 (£3.25). The company claims a 5 per cent share of the market for Tendercare.

#### COT DEATH: A TRAGIC MYSTERY

Sudden infant death syndrome (SIDS) or cot death is the single most common cause of death of infants between one month and two years old. It accounts for 1,500 deaths in Britain each year, yet its precise cause remains a mystery.

undreds of hypotheses have been put forward to explain the tragedy of cot death, and large scale epidemiological studies are underway to try and establish the causes. However, some risk factors have been determined that give scope for preventative measures, according to the World Health Organisation.

SIDS appears to be age-linked. Starting after the neonatal period, it reaches peak incidence between two and four months then drops away. Death almost always occurs during sleep, generally between midnight and 8am. More deaths occur among boys than girls and more among premature than full-term babies.

The most dramatic risk factor appears to be apnoea—unexplained interruption of breathing. Such children have to be carefully monitored. Some studies have shown that 30 to 50 per cent of SIDS victims had evidence of mild infection at the time of death, and one suggestion is that this combined with an immaturity of the lungs may lead to long periods without breathing. Most SIDS infants also appear to bottle-fed, but WHO says this is not a clear-cut risk.

Home background has also been considered. The risk appears greater if the mother is under 20, and greater again if the father is too. Being a second or third child increases the risk. Factors that influence the intra-uterine environment, such as smoking or drug addiction, have also been implicated. Short intervals between births is an added risk as it tends to lower birthweight.

The Medical Research Council's Clinical Research Centre is looking at where fatty acid and metabolic disorders may be involved. Patients with such disorders show no symptoms, but when stressed, as might occur with a minor respiratory infection, they rapidly deplete glucose stores but are unable to utilise energy from fat stores. This loss of energy production leads to drowsiness and then to coma. Investigations in "near miss" SIDS cases and families are hoped to produce an answer.

The WHO suggests that, while apnoea alarms and training in resuscitation techniques will help when identified risk factors exist, prevention of a more general nature may be more effective. This would rely on sound advice and care in pregnancy, as SIDS has been shown to decrease by 40 per cent when the mother takes certain precautions, which are the same as those recommended to promote healthy growth and development of children.

- Don't get pregnant too young
- Don't smoke or take drugs
- Wait two or three years between births
- Do not have too many pregnancies
- Breastfeed each child for four to six months

# WIPES SET TO CLEAN UP?

andy things, baby wipes. Mums must think so too — one thing manufacturers agree on is that the £20m baby wipe sector is one of, if not the, fastest growth sector in the health and beauty markets, with volume and sterling up in excess of 20 per cent on 1986.

Sterling Health claim brand leadership for the recently revamped Baby Wet Ones with a 31 per cent sterling share, with even greater dominance in chemists, at 37.6 per cent. The company puts own label at 19 per cent.

Brand manager Barry Hunter says that Baby Wet Ones' relaunched baby wipe contains pure cotton and a gentle moisturiser, allantoin has been added as an emollient, together with a soft perfume. One benefit of the new formulation is a reduction in alcohol content "allowing only a minimum amount to help drying".

Activity this year included the launch in July of a travel pack of 15 wipes to add to the 35s, 75s, 150s and 150 refills already available. A lotion wipe appeared in June and is being widely stocked, Mr Hunter says. He points out that 44 per cent of all mums apply a lotion during a baby's changing time — to have this on a wipe is a greater convenience.

Scott say pharmacy sales volume of their Baby Fresh wipes increased by 34 per cent in the first six months of 1987 — way ahead of the market as a whole. The company says such expansion is difficult for the smaller retailer in particular to keep track of and there is a growing problem with "out-of-stocks" and therefore missed sales opportunities.

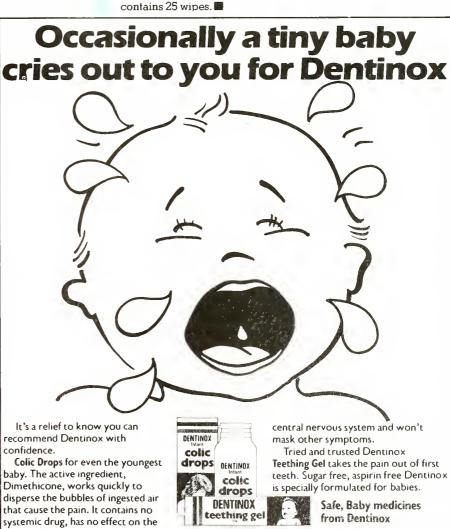
Scott extended the Baby Fresh range earlier in the year with a refillable travel pack containing eight wipes and an economy size 80 wipe square tub. Heavy advertising continues in the mother and baby Press and sampling is being undertaken through the Bounty Bag.

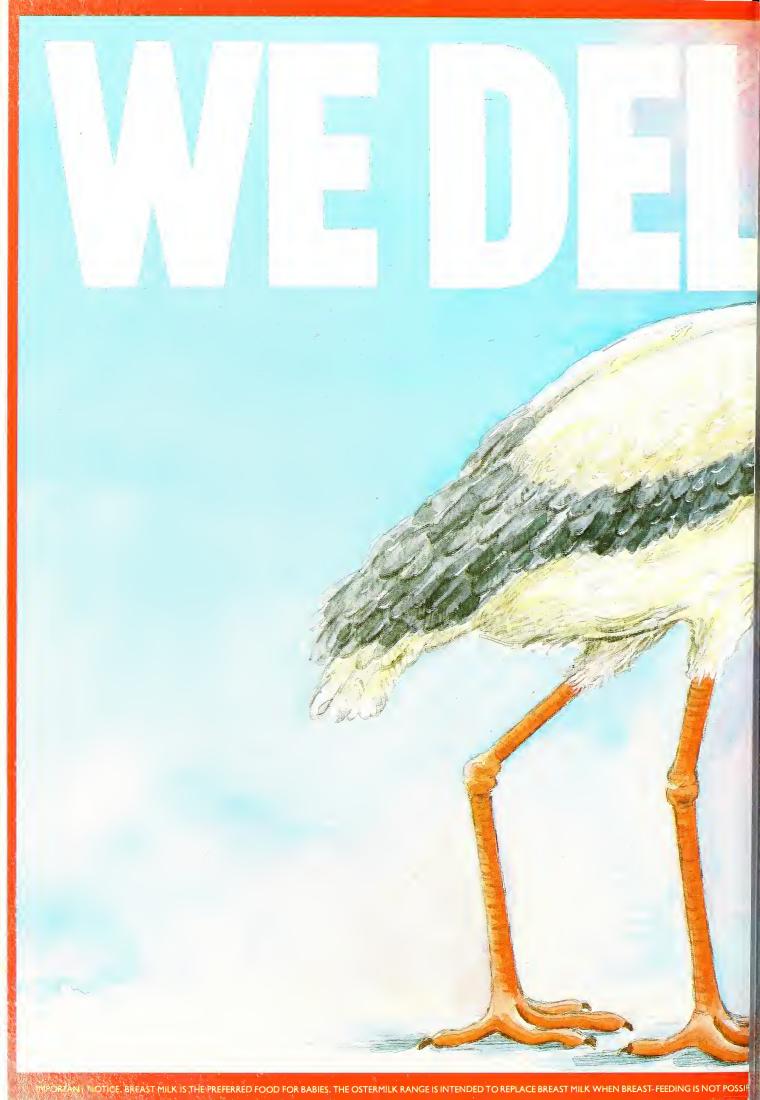


#### Baby Fresh — expansion difficult to keep track of, say Scott

Peaudouce are recent entries to the baby wipes market with the launch of a lanolin-containing wipe in a resealable travel pack of 16, and tubs of 40 and 80 wipes. Peaudouce are supporting the launch with sampling to 250,000 mothers via Babyslips packs, New Mum bags and offers through national and local Press. All samples carry a money-off coupon against next purchase.

Robinsons of Chesterfield claim second place in the chemist sector for their Poppets wipes. A new resealable packet-sized pack contains 25 wipes

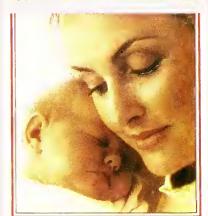








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#### BABY NAPPIES/TOILETRIES **BABY SHAMPOO BABY LOTION** OWN LABEL NAPPIES MAJOR BRAND NO.1 NAPPY LINERS **BABY POWDER** BABY SOAP MAJOR BRAND ND.2 OWN LABEL HAPPIES MAJOR BRAND ND.1 BABY ACCESSORIES OWN LABEL BRANDED MAJOR BRAND NO. 2 **DWN LABEL NAPPIES** MAJOR BRAND NO.1 BABY WIPES WIPES BABY BRANDED BARY BABY FRESH FRESH FRESH WIPES TRAVE 40's BO's OWN LABEL NAPPIES MAJOR BRAND NO.1 MAJOR BRAND NO.2 **COTTON WOOL MODERN CHEMISTS** TRAFFIC FLOW 12FT SECTION

# GET THE RIGHT MERCHANDISING MIX

ow should pharmacists merchandise wipes, cotton wool, baby bathcare and other baby toiletries? Scott's Baby Fresh product manager Ann Watts says the most effective solution is a "baby change" section.

"There still appears to be confusion about where to site baby wipes. Some people have them alongside tissues, others with toiletry products and some even merchandise them next to baby foods. On balance, none of these situations match the nappy area as far as young mothers are concerned."

Scott believe nappies and baby wipes are logical shelf mates and should be grouped with nappy liners, baby powders, baby lotion and cotton wool balls. If wipes can be positioned above, or alongside disposable nappies, better still.

Scott have produced two planograms for the average sized pharmacy, one for an 8ft shelf run, the other for 12ft (above and right). The 8ft section has the nappies on the three lower shelves, the 12ft section has 8ft of nappies and 4ft of baby toiletries, including wipes. "Merchandising properly in this blocked effect will help chemists claim a share, as well as making the baby change products easier to find by customers."

Sterling Health also opt for a block approach to baby toiletry sales. In their four shelf planogram (page 16), Sterling Health give baby wipes one shelf on the basis that wipes account for a quarter of total babycare sales (excluding disposable nappies). The rest of the fixture is similarly apportioned according to sales (Table).

The company says pharmacists can cover 66 per cent of total retail sales of baby wipes in chemists by carrying their own brand.

**BABY NAPPIES/TOILETRIES** BABY — LOTION SOAP WN LABEL **NAPPY** LINERS POWDERS COTTON WOOL MAJOR BRANO NO.1 MAJOR BRAND NO.2 OWN LABEL NAPPIES OWN LABEL NAPPIES MAJOR BRAND ND.1 MAJOR BRAND NO.2 MAJOR BRAND NO.1 MAJOR BRAND NO.2 OWN LABEL NAPPIES **MODERN CHEMISTS** TRAFFIC FLOY **8FT SECTION** 



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- ☐ Elasticated Legs
- ☐ Re-sealable Fastening Tapes
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NAME

COMPANY

**ADDRESS** 

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# Why do 7 out of 10 M (The answer's r New Babykini is

a new generation of

nappy. Not only does it represent a genuine leap forward in technology, it has already proved an outstanding success in test markets.

Recent independent research\* has shown that mothers overwhelmingly preferred Peaudouce Babykini to other

leading brands of disposables. And in comparative test\* with one leading brand, more than 7 out of 10 mums w expressed a preference chose Babyk

The reasons for it's popularity a many: Babykini are better at preventi leaks; they are more absorbent; the



# hers prefer Babykini? st absorbing.) Babykini Maxi 44s will be

ave the unique Superfit band; they are nore effective than other nappies at ight time, and at keeping skin dry.

All in all, they are a better quality roduct. And with a smaller box, for <mark>as</mark>ier storage and merchandising, you'll ave no problem selling them.

1987, so contact Countercall and place your order now. Because mothers, after all, know best.



#### BABYCARE 87

leader Baby Wet Ones, Baby Fresh and an own label, thereby satisfying the majority of consumer demand. Shelf allocation should be based on sales

	£m	% sales
	(1987	
	est)	
Baby wipes	22	25
Baby powders	12	13
Baby lotion	8	9
Bath additives	8	9
Baby shampoo	8	9
Sterilisers	6	6
Zinc & castor oil	6	6
Soap	6	6
Petroleum jelly	5	5
Creams	5	5
Cotton buds	4	4
Baby oil	3	3
	£91m	100

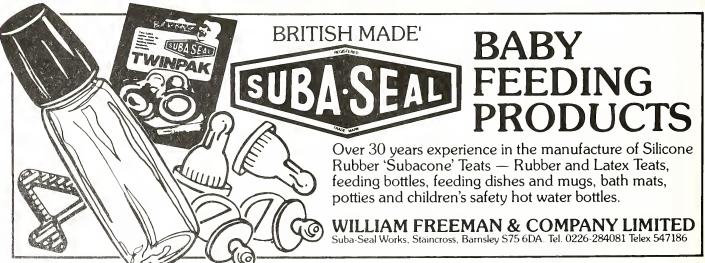
generated by the brands, the company says, recommending retailers to merchandise a range of baby wipe pack sizes.



Lewis Woolf Griptight adopt a block approach with the Nursery range

#### **BABY CARE SECTION**

POV	VDER		LOTION	OIL	
	В	SABY WIPES			
BATH ADDITIVES		SHAMPOO	STEF	STERILIZERS	
ZINC & CASTOR OIL	SOAP	PETROLEUM JELLY	CREAMS	COTTON BUDS	



# Suddenly, other methods of sterilisation look dangerously old-fashioned.

Suddenly, a new opening for profit

Once in a while, a new baby care product comes along that creates a stir in the market.

Such an event is about to

happen with the launch of the new Avent steriliser.

It's an entirely new concept. Tried, tested and fully approved by professionals in baby care.

It is not only going to create interest but become a major selling high value item with potentially

#### The Concept

Until now, sterilising babies' bottles and teats has been a rather hit and miss affair.

increased profits for you.

There's boiling. Fine if it's done for long enough and there are no air bubbles trapped in the bottles.

There's the cold method.

It works if the concentration is right.

The bottles have to be left for the right length of

time. And there are doubts about the safety of sterilisation chemicals so rinsing is now

recommended which could result in a

non-sterile bottle.

Now there's the new Avent steriliser. We believe, the only foolproof method. It uses a totally

different technique: steam sterilisation.

Moist heat is the most efficient way to destroy bacteria: it's the method

chosen by hospitals. And it is the recognised way of

destroying the bacteria
which cause Thrush as
well as those which cause

Gastro-enteritis.

Safe, easy to use and very fast, it sterilises up to four bottles and teats in just 5 minutes and switches itself off automatically. Baby's bottles, whatever the make or shape come out sterile, ready for use, every time.

#### The time is now

We're putting a lot of resources behind our new steriliser, with full colour informative advertising in baby-care magazines and annuals,

plus merchandising support and product demon-

Don't be left out with the old methods on your shelves. Stock up now and profit the new way with the Avent steriliser.

# BREAST FEEDING PATTERN UNCHANGED

If breast is best, why do pharmacies sell so much infant formula? With a new DHSS advisory report about infant feeding due out before the end of the year, C&D looks at this most controversial of markets.

> espite all the persuasive literature, breast feeding is no more popular than it was six years ago. Though the results of the latest Office of Population, Censuses and Surveys' investigation into infant feeding practices has yet to be published, the DHSS says figures are little changed from

This means a little under two-thirds of mothers are breastfeeding at birth, less than 60 per cent are doing so a week later and the figure tails off to only one in four babies still being breastfed at four months, the optimum time to get all the benefits of breast feeding.

There can be no doubt that valid reasons for switching do arise. Some women go straight back to work for example. But there is also the suggestion that the tail off corresponds to the degree of support given to mothers by professional health workers.

Education may also be partly to blame, with mothers giving up because they feel their milk supply is drying up, when in fact poor technique means the supply isn't being stimulated properly; growth spurts and increased demand for milk might lead some mothers to the same conclusion.

But hospital practice has also been blamed for the high proportion of women who bottle feed from birth or soon after. A recent London Food Commission survey of 28 London maternity wards expressed great concern at the presence of ready-made bottles of infant formula freely available on maternity wards and at the practice of providing free samples to women leaving for home.

A shortage of midwives may be a contributory factor too. Teaching proper breastfeeding technique takes time, time an overstretched midwife might not be able to spare.

So what is the Government's current advice on milk for infants and young children? A new advisory report is expected before the end of the year, but the Panel on Child Nutrition of the DHSS Advisory Committee on Medical Aspects of Food Policy (COMA) did issue a statement on milk for infants and young children back in February, following concern over the "nutritional merit" of cow's milk.

Certain key points emerge.

Early infancy. Exclusive breast feeding is best, but if an alternative is required, infant formula should be used until the infant is at least six months old. Solids may be introduced from four months; soya-based infant formulas may be used in non-breastfed infants for whom a cow's milk based formula is unsuitable.

Late infancy. Suitable milks are human milk, infant formulas,

"follow-up milks" and whole pasteurised cow's Just ahead? skimmed

Unmodified skimmed and semimilks recommended because of their low energy density and vitamin A content. It is important

ensure adequate iron and vitamin D intake whichever milks are

milk

used, but especially with whole cow's milk.

Young children. For the majority of pre-school children, whole cow's milk should be a staple dietary item. Semi-skimmed milk may be introduced at two years if the overall intake is adequate. Wholly skimmed milk should not be used before five years.

In an editorial The Lancet slammed the advice because it left unanswered many of the questions posed by parents and professionals. "Protection of breast feeding means preventing adverse pressure on mothers towards formula feeding," The Lancet said, and went on to criticise the non-adoption in the UK of the World Health Organisation code of marketing of breast milk substitutes, saying: "The weaker industry-developed Food Manufacturers' Federation Code tolerates free milk samples being given to mothers through the health services, increasing the power of milk companies to control the baby feeding market.

The manufacturers defend their position and the FMF code. They point out that a Code Monitoring Committee, on which manufacturers are outnumbered two to one, meets every month to deal with complaints about the Code's operation.

While sampling has been a source of much debate on the Committee, the industry points out its benefits in cases of need or emergency, for example when a mother is leaving hospital at the weekend when shops are shut, or in educating the mother what to buy from a pharmacy. But opponents of sampling point to Norway and Sweden, where hospitals do not allow any promotion of milk substitutes at all, and where nearly 90 per cent of mothers are breastfeeding when they leave hospital.

In any case, the DHSS's 1987 advisory report is unlikely to be the end of the matter. An EEC Directive is waiting in the wings, with the aim of harmonising national codes to reflect the WHO Code.

And where exactly do pharmacists, stockists of infant formula and "good advice givers", fit in? Here the position is a little confused. While specifically excluded as "retailers" by the WHO Code, the UK Code makes no mention of pharmacists themselves. C&D understands the Pharmaceutical Society has been trying to clarify the position, and the position of pharmacists has no doubt been raised at the UK Code Monitoring Committee with, as yet, little result.

But one small start in this area is currently being made in the South-East, with a regional campaign through the "Health care in the high street" counter stands on the benefits of breastfeeding, undertaken with the Association of Breast Feeding Mothers.

#### Wyeth and Cow & Gate hold sway

Wyeth and Cow & Gate remain front runners in the babymilks market which Wyeth project to be up 3 per cent in real terms to more than £60m in 1987. Both companies claim shares over 40 per cent. Growth is therefore outstripping the birth rate, and Wyeth put this down to DHSS advice not to use cow's milk before six months of age, and continued use of infant formulas.

Milupa put shares in independent chemists, representing 40 per cent of the market, at Cow & Gate 40.7 per cent, Wyeth SMA 39.7 per cent, Farley's Ostermilk 10.2 per cent and their own Aptamil and Milumil 9.4 per cent. The company points out that its brands are up 300 per cent in two years.

Farleys report that Ostermilk's recovery as a market force is continuing, both in chemists and hospital usage.

Manufacturers agree that the trend is still towards larger pack sizes. Cow & Gate say 900g packs now account for 41 per cent of chemist sales, but point out that forward stock situations should be improved to maximise potential.



### Increased profit for you in October.

More customers will be 'Shopping Numark' this October not only for the low prices and a great choice of top brands but also for a children's painting competition with super prizes.

For every entry received Numark will contribute 50p to a prize fund for a similar painting competition for playgroups throughout the country.

Heavyweight advertising support is provided by TV Times, Womans Own, Ulster TV, Sunday Post and 60 local Newspapers.

All Numark Chemists will receive a comprehensive package of powerful, eye-catching merchandising material to enable them to capitalise on this advertising.

And there's a Numark product window display competition – for the winning Numark Chemist a free weekend for two in Paris.















# BACKTO BASICS

The growth of a range of products on the back of a successful parent is a familiar sight in the retail trade. It's more unusual to see a company rationalising back to a core of products. But Baby Orthodontic Products, now BOP (UK), have done just that. And with the appointment of brokers Countercall, BOP are gearing themselves up full tilt for independent pharmacy business. C&D talked to managing director David Batt.

he slim-line Nuk range is now bottles, teats and soothers, a breast pump, a steam steriliser, a baby medicine dispenser and the Nuk nasal decongester, with its gentle suction action. Gone are the rattles, cot sheets, potties, baby pants and toilet trainers.

"Yes, we had a lot more products last year, but that was giving a very mixed view of the company," explains David Batt. "So we've knocked out the cot toys, and the bibs, and what we are now offering is a company that specialises in baby feeding, expression and sterilisation, and natural means of helping baby."

With a "new" range comes a new look. "We had used an English version of the German packaging for three years," says David Batt. "But this was very old fashioned for the British market." In comes a red and white design with the Nuk name prominent. While the packaging has been brought up to date, Nuk teats and soothers are unchanged. "We have the oldest new products you will see," says David Batt. "In fact, we are probably the most boring company in the world because we say the same thing over and over again."

The Nuk teat was developed in the 50s by a couple of German dentists who analysed the problems of young children being presented to them with malformed jaws. From their studies the dentists devised a teat which, Mr Batt says, represents the shape that a breast feeding mother's nipple takes while feeding is in progress. "This deformation became the shape of the Nuk teat." BOP claim that the teat fits the baby's oral cavity, fills out the mouth and can be fully enclosed by the lips. This prevents swallowing of air, reduces inwards pressure in the mouth and supports the natural development of the jaws and palate, BOP say.

From there, Mr Batt says, Nuk now takes a 70 per cent share of the teat and soother market in Germany, and the name is used and known across the world. The US alone imports three million teats



and soothers per month. Nuk entered the British market in the early 80s, when Baby Orthodontic Products was established by a British dentist. But Nuk has since come back under the home umbrella, when the MAPA baby and healthcare division of the Hutchinson Group took control.

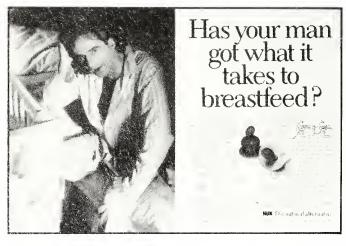
The streamlining of the range coincides with the appointment of Countercall to handle the distribution of the product to independent chemists. With this line of entry, David Batt now sees parallels with an OTC pharmaceuticals business. "We are chemist only. We support retail pharmacy; he should support us."

But he warns that chemists should make the most of their opportunities. "We've been having problems with our steam steriliser. Customers want it, but chemists won't stock it. Think about it. If a chemist sells a 'goldfish bowl' chemical steriliser, he makes £3 profit. If he sells a steam steriliser, its £10. Yet we are having to consider mail order."

The Countercall push is being supported by a major promotional campaign in the mother and Baby Press, with a hard hitting series of advertisements based on the Nuk design. "We've gone away from other advertisements," David Batt says. "Everyone has nice mothers with babies, in colour," he says. BOP have no mothers and no babies, and are in black and white.

The company will also continue to seek recommendations from the health professionals closely involved with young mothers. Health visitor and medical recommender exhibitions will be the focus of further advertising and promotional activity.

BOP are also active in the hospital arena with a specialist range of mini teats for premature babies, and teats for use in babies with various mouth deformations, like cleft palate. "Thank goodness it's not a commercial success; in fact, we give away more than we sell. But it's a way of getting our message across," Mr Batt says.









# Increased profit for you every month.

We've just extended our highly successful and profitable Numark range with a number of reliable and comfortable Sanpro products to suit the needs of all women and help independent chemists secure a greater share of the £132.5 million personal care market.

High quality, a very competitive selling price, and a high profit margin make Numark products an attractive proposition for those who want to boost profits and secure customer loyalty, on a regular basis.



# DUAL BOOM FOR JACKEL

The brown bear has gone and been replaced by pandas and a stylised abacus. Tommee Tippee has a new look, a new partner in the Púr feeding system, and a new management team with a more market-orientated approach.

Gift ideas for Christmas (right) for revamped Tommee Tippee (far right) 22

ackel International, makers of Tommee Tippee, say that research into the display problems associated with baby goods in chemists demonstrates the need for eye-catching design, easy identification and shelf and hanging appeal. Bearing this, and the need for optimal use of space in mind, the new colour-coded Tommee Tippee packaging has been designed to replace a rather old-fashioned approach. Incorporating a panda design and abacus motif, packs are colour-coded into

Jackel say they are supporting retailers with a return to stand deal. Stand layouts of the main volume selling and demand lines, if accepted by the retailer, will be delivered with a free stand and merchandising instructions. For small to medium sized chemists, a 24 inch stand (£125 delivered) brings together feedtime, care and play products leaving the chemist to display bottles, teats and soothers on-shelf. A 39 inch stand (£225) carrying similar lines is available for larger outlets, and a second 24 inch stand (£125) holds bottles, teats and soothers, including both Tommee Tippee latex and Púr silicone. Once a chemist accepts a stand deal it will

feedtime, caretime and playtime.

be refilled to his requirements. "Because of the comprehensive nature of our range, we can afford to let retailers choose what they want," says the company.

Toys are regarded as a rapid growth area and not simply a Christmas one either. With this in mind, Tommee Tippee are currently promoting a "First toys" counter top display box of impulse purchase and volume selling rattles, teethers and toys, all at £0.99. For Christmas, a free-standing toy tree holds a selection of toys, all under £5 and most under £2.

Since the purchase of the marketing rights to the Púr feeding range last February, Jackel say feedtime products have become the company's fastest growing business. Marketing director Richard Bowen says that, while the British are among the few people still using latex, Púr claim a 20 per cent market share which suggests the tide is turning in favour of silicone teats. "With silicone selling at a premium price, this is good news for retailers," he says. Púr by Tommee Tippee will continue to be strongly supported by advertising in the specialist Press.

For 1988, product developments on both Púr and Tommee Tippee are promised. "Our patented Sip'n'Seal cup shows us to be both market and design orientated," Mr Bowen says.





# Increased profit for you over 2 whole years.

Building on the remarkable success of Numark disposable nappies we are now the first independent chemists' group to launch a range of own brand disposable nappies offering super absorbency.

This innovative Ultra Dri range covers every size from infant up to childsize.

A range that's sure to be popular with mothers because of its super absorbency and leakproof qualities, the nappies keep baby drier and their slimness allows clothing to fit better.

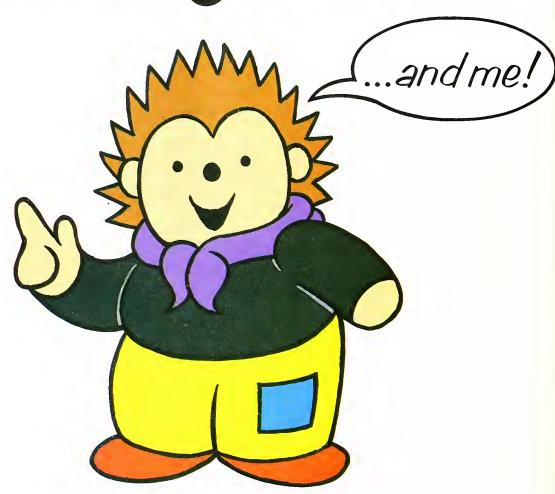
Chemists will welcome a 19% profit on return (extremely high for a big-selling quality nappy), the very competitive selling price and the reduced shelf space required.

So if you want to build extra profits and increase customer loyalty contact your local Numark wholesaler or Numark Central Office at 51 Boreham Road, Warminster, Wiltshire BA12 9JU.



# Robinsons Baby Foods

New good tastes
New bright boxes



Now there are even more reasons why Robinsons Baby Foods earn a place on your shelves.

- The whole range now has extra flexibility, giving Mums more choice without taking up any more of your precious shelf space.
- Every meal now has a tasty recipe that will please the most finicky baby palate.
- The packaging has now been redesigned to be clear and attractive, with a simple healthy eating guide on every box.

There's a powerful new campaign featuring Spikey the hedgehog, that's guaranteed to bring more Mums into your shop asking for Robinsons Baby Foods.

- National Television will carry 40 second spots right across the country.
- Press, specially selected for young mum readership, will carry large space ads in full colour.
- Robinsons will be giving away millions of free samples to introduce Mums to the new range.



When it comes to choosing the right baby foods to stock and recommend all you need to know is Robinsons.... naturally!





At the risk of sounding greedy, we have to admit to enjoying a generous 57% of the baby food market. You see, whenever Independent Chemists stock them

together, Heinz comfortably outsells its nearest competitor.\*

Maybe that's because we spend four times as much on advertising.† (This year, we're dishing out £1.5 million on a new TV and press campaign).

Or perhaps because we're always the first to introduce new baby food ideas. (Our Fruity Juice Desserts and Savoury Specials are going down a treat).

Whatever the reason, it really does seem that mother knows best.



\*INDEPENDENT RETAIL AND CONSUMER AUDITS | L/ MONTHS TO APRIL 1987 | 1/MEAL 5/YEARS TO DEC 1986/

# BABYCARE 87



Cannon help for special feeding

A new Special Formula feeding teat from Cannon Babysafe has a variable slot opening that opens and closes according to the angle at which it is put into the baby's mouth. By turning the bottle, mum can adjust the flow rate. The wider aperture allows a baby with intestinal problems who cannot keep down normal solutions to take the specially prepared feed required.

The product, nicknamed the "Zoe teat" after the Selhurst baby it was originally made for (Zoe Whitmore is pictured above with Cannon marketing director Stephen Wooller), should only be used for feeds administered under medical supervision, say Cannon. Special Formula silicone teats come in sets of three on a blister card for hanging display (£1.95).

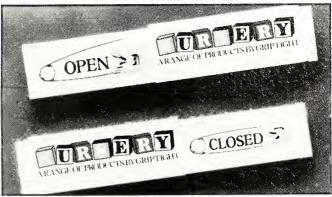
# Nursery expand at both ends

Lewis Woolf Griptight say chemists now have the opportunity to sell mothers the teat first given their babies in hospital. The company says it supplies 90 per cent of British hospitals with a sterilised teat unit for newborn babies and demand has been so great that it has put it on the market. The soft pink newborn teat (£0.26) can be used with any Nursery bottle.

At the other end of the baby, LWG recently introduced reusable elasticated plastic pants in large and extra large for toddlers up to three years (both around £0.52 for three).

Sales and marketing manager Mike Jackson has a pointer for chemists to improve sales: "Attractive display is obviously important

and wherever possible baby products should be grouped for convenience and to encourage impulse buys as well as intentional purchases. And a display placed at the back of the store will attract less custom from parents with pushchairs than one near the door and cashpoint."



A Nursery open-closed sign for retailers is available free from Dawn Hall, Lewis Woolf Griptight, 144 Oakfield Road, Selly Oak, Birmingham B29 TEE.



# Prestige target babies

Houseware specialists Prestige are the latest company to enter the equipment market with the design-led Small World range of 35 feeding and safety items.

Special display units for chemists are available, for products to be easily displayed on shelves or hung. Packaging in peppermint and peach features a baby character and product usage details.

A Small World advertisement will appear on "The television guide to pregnancy", a 60-minute video for pregnant women distributed through clinics. And Bounty and New Mums sampling bags are to carry product literature. Consumer Press advertising is promised for 1988.

# Maws give away natural-shaped teats

In a promotion running until the end of the month, Maws are giving away natural shaped teats with Maws 125ml and 250ml feeding bottles, sterilising and feeding sets. Special packs containing teats bear a blue and yellow sticker.

# TO ADDOR NOT TO ADD?

"No added" is very much a benefit these days, and baby food manufacturers seem just as keen to stress what isn't in baby food as what is. C&D asked the major manufacturers where they stand.

# Cow & Gate

"Cow & Gate's additive-free message is clearly understood by the trade and consumer alike. Cow & Gate's nutritional "tick" system promotes seven important areas: no added sugar, gluten-free, no artificial colouring, no added preservatives, no artificial flavouring, and no added salt, but added vitamin C.

Sugar is, of course, a key issue. Cow & Gate have highlighted the absence of added sugar with a red tick on-pack, with an additional tick within a roundel on the front of new jar labels.

Gluten is a more recent area of concern. Cow & Gate have launched a Liga rusk gluten-free variety, and have a good selection of babymeals that are gluten-free."

# Milupa

"Food additives have been used extensively in the food industry for a variety of reasons including increasing shelf-life, and cost reduction by faster processing or reduced heat requirements.

Milupa has, however, adopted a different philosophy. For babies, with their more sensitive digestions, artificial additives have been avoided. Instead highest quality ingredients and painstaking development of manufacturing processes and recipes have emerged so that only nutritious food and traditional cooking materials are used. The aim of ensuring continuing high quality with no artificial additives, while retaining a good value product which mothers can trust, remains the hallmark of our approach."

# **Farley**

"Farley's are responding to the growing interest in nutrition and are placing nutritional panels on their newly repackaged rusk and cereal ranges. The whole Farley's range does not contain any artificial colours, flavours, preservatives or added salt. And Farex baby rice cereal, a recommended first solid food, is gluten free.

# Heinz

"Heinz baby foods contain no artificial additives, such as colourings, preservatives, emulsifiers or anti-oxidants. All Heinz baby food products are free from added salt; the savoury varieties are free from added sugar; while in desserts, added sugar is only used in certain varieties to produce an acceptable flavour, and even then it is kept to a minimum."

# Robinsons

"The additives issue has had great impact on the baby foods market and mothers are now looking for reassurance that the products they buy for baby are free from artificial colours and flavourings. The new Robinsons colour-coded nutritional information guide on all packaging has proved invaluable in showing mothers at a glance exactly what is and more importantly what is not in the products.

Colour bands indicate gluten-free, no added salt, no added or low sugar, egg free, milk free, no added preservatives, no artificial colours or flavours, and vegetarian."

# EATING FOR HEALTH

"Healthy eating" may be "in" for adults, but a rigid adherence to such a lifestyle may cause problems in younger children, whose development requires a balanced intake. A recent report by the British Dietetic Association makes some recommendations.

or the first months of life, the BDA follows the Government's advisory information issued at the beginning of the year (p18). Breast milk or infant formulas are recommended for at least the first six months, weaning foods introduced between three and six months and full fat cow's milk at six months, when "follow-on" milks too can be given. "The continued use of a modified infant formula or approved follow-on milk will also ensure that both iron and vitamin status do not become sub-optimal during the period of rapid growth and before the weaning diet provides an adequare intake," the BDA says.

The BDA says that once solids are introduced, variety is the key. Milk, lean meat, poultry, fish, eggs, cheese, fruit, vegetables, and bread and cereals — preferably wholegrain — should all be included to meet energy requirements. Bran as a source of fibre is not recommended. Nor are sugary foods and drinks "as they play a role in the formation of dental caries and provide only energy, with few of the nutrients found in the recommended foods."

Such a diet is high in fibre, the BDA points out, and is therefore bulkier than one containing more refined foods, so it recommends that snacks like milk, fruit and bread — not sweets — should be provided between meals to ensure an adequate energy intake.

Two controversial issues are highlighted. Recommendations to reduce the dietary fat of the adult population cannot be applied indiscriminately to the under fives as fat is an important source of energy, the BDA says. Where it is pertinent to reduce fat intake acceptable sources of energy must be supplied to reduce the deficit. On reduced fat milks, the difference in energy contribution is the major concern. The BDA recommends that children under five be given one pint of cow's milk or its equivalent as yoghurt or cheese every day.

Early action is recommended to avoid children becoming overweight, with weight-controlling measures implemented any time after six months of age, particularly among children at greatest risk of obesity, including those whose parents are obese. Regular weighing is recommended. Extremes of dietary practices of any kind — including vegan and Zen-macrobiotic diets — should be avoided, the BDA says.

Also highlighted are some areas for future research. The Association says that the dietary needs of young children should be formally monitored in order to evaluate the effect of reduced fat, sugar, salt and increased fibre on the growth of young children. Another suggestion is that prospective studies among pre-school should be carried out in an effort to relate salt intake to hypertension, with follow-ups throughout life. "Children's diets and change", a report by the Child Health and Nutrition Working Party of the British Dietetic Association is available, price £7.50, from the BDA, Daimler House, Paradise Circus, Queensway, Birmingham B1 2BI.

# Mother's comfort comes a very close second to baby's well being.

You know breast feeding is best for babies. You also know that it's not always easy for mothers to breast feed.

Breast feeding problems can make the most well intentioned mum give up and put her baby on the bottle.

We understand. That's why we make a range of babysafe products to help make breast-feeding a comfortable and enjoyable experience.

Our soft silicone nipple shields protect sore and cracked nipples taking away the discomfort enabling mothers to feed with ease and confidence.

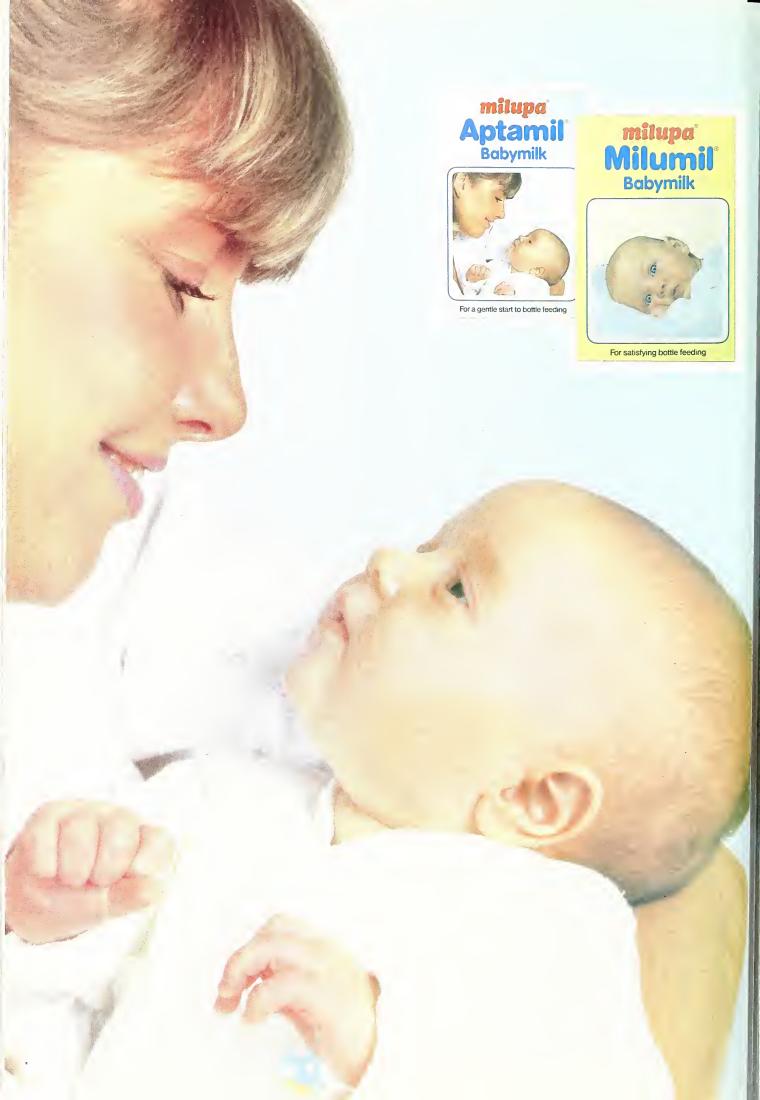
Our babysafe breast shells have a double function: during pregnancy they correct flat or inverted nipples to enable mothers to start breast-feeding straight after birth. They also

protect sore nipples and help with engorgement and leakage. Regular application of our cool and soothing Nipple Cream will also make feeding the natural joy it should be.

You've probably realised how useful a breast pump would be. It enables a mother to ensure that baby gets what's best for him, even if she can't breast feed at feeding times. The babysafe breast pump is easy to use, hygienic, and expresses milk directly into a babysafe bottle. Like all our products, it's made from only the highest quality materials, to the very highest standards.







# The Fastest Growing Babymilks.

Aptamil and Milumil are highly recommended and growing fast.

- More hospitals and clinics are now using Milupa babymilks than ever before.
- More retailers than ever are responding to consumer demand by stocking Milupa babymilks.
- Milupa babymilks grew by +92% in 1986.\*

More and more mothers choose Milupa babymilks — and no wonder ... Milupa babymilks are as close to breastmilk as babymilk can be:-

# **First for Closeness**

Taurine addition — another step closer to breastmilk.

# First for Taste and Smell

Even the fussiest babies take to Milupa babymilks because the taste and smell is so pleasant.

# **First for Quality Assurance**

Milupa's rigid quality control assures mothers of complete safety. Milupa not only conduct all the usual safety checks, but also screen for heavy metal contaminants and pesticides to an exceptionally high standard.

# **First for Convenience**

Milupa's uniquely granulated babymilks are easy to measure and mix.

What's more, mothers go on to buy the comprehensive range of Milupa baby foods, rusks and drinks.

So grow with us. Stock the two Milupa babymilks Aptamil and Milumil.

Available in new 450g and 900g sizes. For further information, contact your wholesaler or us, direct, on 01-573 9966.

# Milupa Babymilks. As close to breastmilk as babymilk can be.

**IMPORTANT** Breast milk is the best milk for a baby. A doctor, midwife, nurse or health visitor should be consulted for any advice needed. If a babymilk is used it is important for the baby's health that all preparation instructions are followed carefully.



# NECK AND NECK IN

n the babymeals sector, the two distinct battles in the "wet" and "dry" sectors have been hotting up, with fierce activity throughout 1987. Depending on your viewpoint, the dominance of "wet" over "dry" food is enormous, comfortable or non-existent.

For the retailer, the 80 per cent volume and 60 per cent value shares for "wet" meals, quoted by Cow & Gate, are more important, but Robinsons have come up with the interesting statistic that half the total food market in terms of meals served come from the "dry" sector. So half of a pharmacist's young mother customers may well be interested in dry foods which meal for meal, appear to offer better value for money.

In the "wet" sector the trend favours jars, report Cow & Gate, with the 1986 split of 54:46 in favour of cans now reversed. Cow & Gate claim their strongest chemist share to date at 42.9 per cent by value. The company is particularly pleased with its performance in chemists, which it says is up 24 per cent by volume over the last year.

In the dry sector, Milupa and Robinsons are neck and neck overall, at just below 20 per cent, though both companies agree that Milupa have perhaps a one point edge. However, Milupa have traditionally done better in chemists than in the market as a whole, and the company claims a 38.8 per cent sterling share in that sector. Robinsons, meanwhile, say that the relaunch of their range late last year has prompted an improvement in their overall position by six points.

In the babydrinks market, valued at £12-13m, growth is estimated at around 5 per cent. Cow & Gate say the swing is away from syrups and towards juices. In rusks, the move is to low sugar varieties, agree Cow & Gate and brand leaders Farleys. Rusks are an area where chemists perform well, claiming two thirds of sales.



Within the total babymeals market, worth between £55m and £65m, chemists take around 60 per cent of sales, according to Robinsons, though Cow & Gate say it is 54 per cent and Heinz 53 per cent. Boots are estimated to take a third of all sales. Robinsons say that the independent sector remains strong due to young mothers' reliance on the friendly local chemist in the early months for the service multiples can't supply.

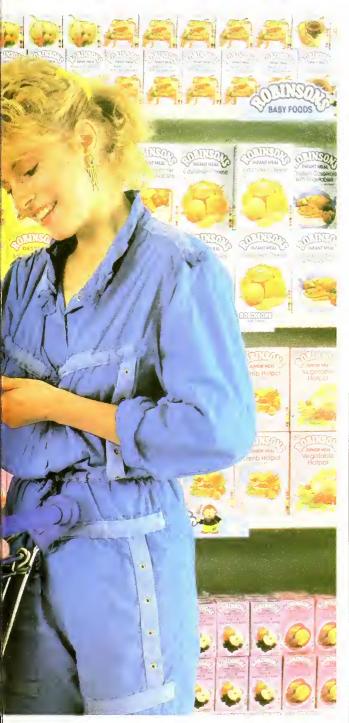
This is a view echoed by Cow & Gate, whose 1987 baby food report said: "The opportunity to develop this short-term loyalty is unique to the chemist sector." But '80s shopping patterns seem inevitably to lead to a loss of these valuable customers as the baby begins to be included in the family shopping trips to the supermarket. In the longer term, the warning bells are starting to sound, with the innovation of specialist stores catering for all aspects of childcare.

"The traditional split in babyfood retailing between chemists and grocers is becoming less pronounced, and these new moves could have a profound effect on the pattern of future retailing," says Cow & Gate marketing manager Michael Whitcroft.

He says it is therefore essential for pharmacists to maximise their resources to gain loyalty from future customers, by stocking a broad spectrum of goods from all sectors and by realising the potential of the "white coat" endorsement for young mothers.



# BABYMEALMARKET



# Exotic desserts from Milupa

Babies aged seven months and up now have a choice of three new Junior dessert varieties from Milupa, especially for them. The exotic dessert varieties — tropical fruit delight, paradise island cocktail and chocolate fruit mousse — complement Milupa's four Junior dinner varieties already available, and herald a push behind their Junior brands. The company points out that 65 per cent of the baby meals market by value is devoted to babies of six months and over.

To help generate demand, Milupa will be mailing samples of Junior desserts and foods to mothers from November, at a rate of 35,000 a month. Advertising starts in January.

For retailers, the launch will be supported with large window display packs, shelf talkers and leaflets offering a cross redemption coupon on Junior food and dessert brands.

### Spikey leads the Robinson charge

Robinsons hedgehog character "Spikey" heads their year-round television advertising and promotional campaign across their range of baby foods and drinks. The company also says it distributes four million samples a year.

For the retailer, Robinsons are currently testing the Countercall distribution operation as a means of targetting independents; the company says this reflects their determination to support the chemist trade. Activity over the past few months has included the launch of C Berry, a concentrated, no-added sugar fruit juice.

Last year's relaunch has been a great success, the company says. The range has now been structured to infant meals and desserts — from four months; and junior meals — from six months.

The company says that its pack sizes, particularly with the retention of the small 55g packs, allows retailers the chance to offer a wider selection as well as maximising return on the display.

Robinsons claim brand leadership for their pure baby juices, aided by the trend away from syrups. The range was repackaged in April in line with the pastel baby food packs.

### Farley's still tops

Crookes Healthcare have recently repackaged brand leader Farley's rusks to give a more modern image, with a new mother and children on-pack. Nutritional panels have also been included.

The company says that trade response to Breakfast Timers has been excellent, but they emphasise the importance of stocking the full range. Chemists stocking more than two variants sell 50 per cent more across the range, the company says, as mums look for variety.

# The Baxa Medicine Dispenser



Unit 27, French Fock 2, Lefford Shropshire 111 48W Telephone, 0952 49570



### Action on a broad front

Cow & Gate say that their relaunch last year into new jar sizes has fuelled strong growth in chemists and boosted jars in the battle with tins. The company says that chemists stocking both stage 1 sizes - 80 g and 110 g - get a higher sales share than those stocking 110 g only.

The company's most recent addition was a new 150g size in their yoghurt desserts, partnered by more "no added sugar" varieties.

The company says that in the rusks sector, Liga is now firmly established as the number two brand at an all-time high 27.5 per cent share by value, boosted by the Spring launch of a new glutenfree variety. Cow & Gate say Liga is particularly strong in the low sugar sector, but "out of stocks" are becoming a problem as the brand grows.

All areas of Cow & Gate's business will be supported in an ongoing campaign for the rest of 1987 in the specialist parentcare and family publications, the company says.

# Milupa dry foods now in segments

Milupa have recently completed the segmentation of their range of babymeals to help mothers select suitable meals. The range now comprises breakfasts, infant dinners, tea-time savouries and fruits and desserts for any mealtime. The company appears particularly strong in breakfasts, with a claimed 48 per cent sterling share, helped, no doubt, by the association with adult breakfasts, which are also "dry".

In fact, the company says that 7 cereal breakfast is the UK's best seller, with projected sales of £1.5m at rsp in 1987. An appearance on the Fowler's breakfast table in "Eastenders" was a bonus.

Milupa say that their three popular herbal baby drinks also perform well, with growth at 38 per cent since 1985. Price — 4p for 100ml — and lower sugar content than baby fruit juices are said to be important factors in their success.

The company says it has invested £3m in advertising and promotions during 1987, headed up by the "little experts" campaign in specialist and women's Press, running in three bursts through the year.

# More information on Ribena

Beecham Bovril Brands report a 50 per cent increase in their share of the baby drinks market following the relaunch of Baby Ribena last Autumn. After recent adverse media coverage, Baby Ribena packs

now carry "a wealth of information" on the product benefits and "exhaustive directions for safe use". A special leaflet "Baby drinks — how much do you know" is available for retailers to display.

## Bebelac come to the UK with touch of Eastern promise

Newcomers to the UK market, Bebelac, say that their products have been satisfying babies in Europe, the Middle East, Africa and even China for a decade now.

Bebelac products provide a nutritionally balanced meal enriched with 12 vitamins, calcium and iron, but with low sugar content, no preservatives, colouring or added salt, the company says.

The four major products in the Bebelac range are Fruti Crem, a banana, apple, pear and orange mixture; Fari Crem, a creamy milk and cereal savoury meal which contains semolina; Meli Crem, which is gluten free; and Biski Crem, a biscuit/milk mixture.

In addition, Bebelac produce Bebecalm, an instant herbal drink, Hemo, a chocolate flavour instant drink; Jelly sweet delight, a rich dessert with no artificial colouring or additives; and Sweet delight creme caramel, a French caramel topped dessert.

# Heinz put in £3.5m

Heinz are supporting their extensive range with a £3.5m package which they claim is double the advertising spend of all the other manufacturers put together. A three month national television campaign began last month and the company also plans a large sampling programme, via Bounty and Heinz' team of service advisors, ensuring that almost all new mothers have the opportunity to try the company's products.

Heinz say range variety is the single most important criterion for successful baby food retailing. A mother's concerns about colourings, flavourings, preservatives and so on must all be taken into account, as must vegetarian and vegan needs. There must also be a sufficient selection of gluten, egg and milk-free varieties too.

Within their 99 varieties suitable for the majority of babies, Heinz say a number also cater for infants suffering from nutritional and feeding problems. Appropriate symbols provide help for mothers. The logo of the coeliac society is shown on the 64 glutenfree varieties; 56 varieties are lactose-free, others are free of eggs and tomatoes. Vegan babies have a choice of 29 varieties, while there are 42 choices for egg and milk eating vegetarians.

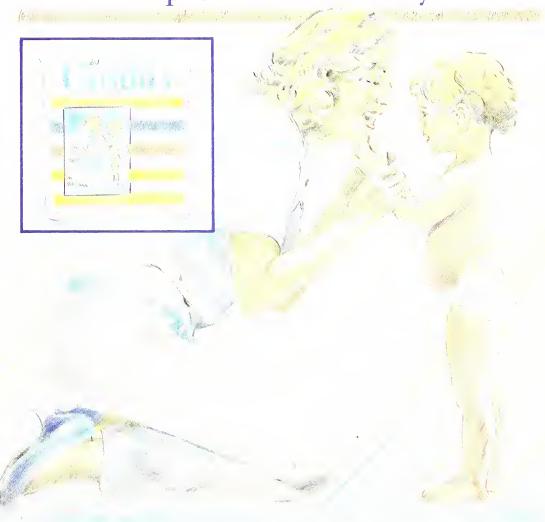
Important addition to the range

Growing sector of the market

'Change Me' Ducks wetness monitor

Superior leg elastication

Improved absorbency



**COSIFITS. CHANGING FOR THE BETTER** 

Robinsons of Chesterfield
Healthcare Diapers Division

Gold Cap SMA is the biggest selling babymilk in the market and is the most widely used in maternity hospitals all over the U.K.

milk in this country, has plenty of room for growth, especially for chemists who account for well over half of sales. Sales for White Cap SMA have grown rapidly in the last year, and together with Gold Cap SMA account for almost half of total market sales.

is worth 74% of this special sector.

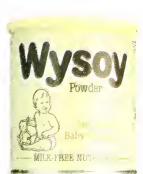












Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks SL6 0PH.

### MA

breast milk is best for babies. Infant formula is intended to replace or supplement breast milk when breast feeding is not possible or is insufficient, or when mothers efect not to reast feed. Good maternal nutrition is important for the preparation and maintenance of breast feeding. Extensive or prolonged use of partial bottle feeding, before breast ceding has been welf established, could make breast feeding difficult to maintain. A lecision not to breast feed could be difficult to reverse. Professional advice should be offowed on all matters of infant feeding. Infant formula should always be prepared and used as directed. Unnecessary or improper use of infant formula could present a health hazard. Social and Imanicial implications should be considered when selecting the netfood of infant feeding.

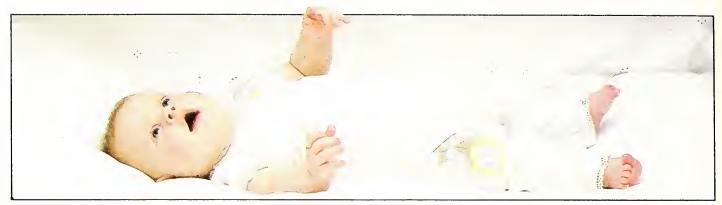
## Wysoy

Breast milk is best for babies. Wysoy milk-free formula is intended to meet the nutritional needs of infants and children who are affergic to cow's milk protein or intolerant to lactose. Professional advice should be followed.

# Progress

Progress is a nutritionally rich blend of milk solids, vitamins and minerals for babies 6 months and older. Used in conjunction with solid feeding, it provides the nourishment essential to a baby's healthy and sustained growth. Progress is not intended to replace breast feeding or infant formula.

Wyeth Nutricion Leading the way



# THIS LITTLE BABY'S ON THE BOTTLE.



# THIS LITTLE BABY'S ON THE BREAST.



# THIS LITTLE BABY DOES IT BOTH WAYS.



# BUT MUM KNOWS NURSERY IS BEST.

The fact is, whether a mother chooses to breastfeed <u>or</u> bottlefeed, there's a product in the Nursery range to help her. From breast pumps and nipple shields to the new shaped feeder and teat. (The next best thing to breastfeeding). There's never been a better time to stock Nursery. Whole page consumer advertisements are putting mums in the picture. So when they come to choose, naturally they'll choose what's best for them.

Giving mother and baby the best of both worlds.

BABYCARE 87

# IT'S IN THE BAG

Competition is hotting up in the sampling arena. New Additions, previewed in our last "Babycare" supplement, may be "on hold" for the time being, but long-time market leaders Bounty Services have competition operating through independent chemists in New Mum, whose second sample bag is just beginning distribution. C&D looks at New Mum, and Bounty's spirited defence of the case for controlled sampling.

etween now and December independent chemists and regional chemist chains, 8,000 outlets in all, will have 100,000 New Mum bags to distribute in the second phase of the service.

New Mum claim their service is unique because it is given to mothers-to-be in late pregnancy and mothers of newborn babies at the exact time when they are formulating their buying decisions, ie when they are in the chemist. "The first New Mum sampling campaign in the Summer proved that this method can play a major role in building brand loyalty and customer traffic," says New Mum director Philip Forgham.

Any woman in her last 12 weeks of pregnancy or whose baby is up to 12 weeks old is eligible to claim a bag on production of an FPC exemption certificate. The second, Autumn, New Mum bag is promised to contain samples and literature on Peaudouce nappies and baby wipes, Heinz and Robinsons baby foods and drinks, Natusan cream and Feverscan thermometers, together with money-off coupons for redemption through chemists.

Bounty's response has been to stress that their sampling service offers companies control and selectivity, by precise targetting and, by distribution on redemption of completed request cards, elimination of wasteful duplication.

Bounty Services target mothers at a number of points during pregnancy and the early months following the birth of her child. The "Bounty Mother-to-be Book" is distributed to some 560,000 pregnant women each year at the registration visit at ante-natal clinics, and some 400,000 women redeem the enclosed card two months before term for the Mother-to-be Bag of samples and product information, says marketing manager Roger Graffy.

Bounty reckon on reaching 660,000 (85 per cent) of all new mothers with the Bounty Bag. This includes, alongside samples and literature, the "Bounty Baby Book" which Roger Graffy says an RSGB media survey found the most read and respected baby annual. The "Baby Book" also contains a card which, when completed, can be redeemed at Boots for a weaning pack. The company says 375,000 weaning packs are distributed annually.

"It's not new for Bounty to have competition. Every couple of years there is somebody around who thinks they can do it better," says Roger Graffy. "We have a sound reputation based on unique distribution systems that give demonstrable control over distribution, the key to cost-effective co-operative sampling."

While Bounty take New Mum in their stride, New Additions have backed off the launch of their sampling service, which was to be generated by direct response to a Press and promotional programme. New Additions' Keith Lee told C&D: "Because there is quite a lot of activity in the market, we have decided to pull back for a time until everything settles down."

# Soothing relief from toothache **Medised**

Soothing relief from headache **Medised** 

Soothing relief from sore throat **Medised** 

Soothing relief from feverish colds and flu **Medised** 

- Gently reduces temperature
- Paracetamol plus Promethazine
- For children from 3 months old



panpharma

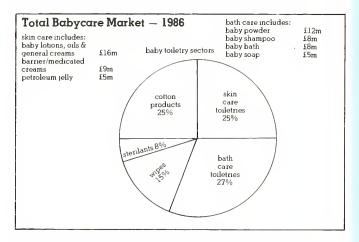
Panpharma Ltd Hayes Gate House 27 Uxbridge Road, Hayes Middlesex UB4 0JN Tel: 01-561 8774

# FOR CHANGING AND BATHING

ohnson and Johnson say that the market size within the toiletries sector is blurred by the increasing trend towards adult usage of baby products, but the company estimates "baby base" (up to two years) usage at 25 per cent of 1987's £63m total.

The actual split of the cake can be seen in the diagram, representing J&J's projections of the total "babycare" area, including cotton products, sterilants and wipes. The breakdown of the toiletry areas — skin care and bath care — are also shown.

Within the £15m "real" baby sector, J&J claim an increased share to 40 per cent from 27 per cent in 1986, despite competition from own label and new product launches. For the big four products, J&J claim sterling shares of 60 per cent for Johnson's baby



shampoo, 63 per cent for baby powder, 36 per cent for baby bath and 26 per cent for baby lotion.

The 1987 promotional package continues. Worth a massive £5m, it includes television and mother and baby Press advertising, on-pack promotions, and sampling of over 80 per cent of new mothers through the Bounty programme. A spokesman commented: "The J&J heritage of trust and confidence plays a vital role in this market and that has been built up over a number of years. Our support package is targetted at both baby and adult usage with commercials and promotions designed for both sectors." The company sees a trend towards larger sizes, but comments that it is important to chemists stock across all sizes as many mothers prefer the convenience of a small pack.

Innovation this year has come with the launch of Johnson's baby moisturising cream in a modern pump dispenser. J&J suggest that chemists consider dual siting of the product to maximise sales potential to both baby and adult users.

### Care concentrates on Savlon bathcare for rest of '87

Care Laboratories' Savlon baby cream celebrates its 25th birthday this year and a 15g trial size is currently on promotion at £0.25.

Care are concentrating on bathtime from October with flashpack offers on Savlon baby bath, baby shampoo (both £0.89) and baby oil (£0.69). Other activity includes the continuance of the presentation box of the Savlon range as a prize in Woman's World magazine's "baby face" spot every month.

The company are also to stress the versatility of the range in PR activity aimed at highlighting the beauty and skin care usage of the products to women's editors and the glossy magazines.



Pump dispenser for Johnson's.

### Steady growth, say Cussons

Cussons say that while they are a considerable way behind market leaders J&J, their baby range has shown steady growth since its 1986 launch. The soap has proved a clear favourite, and mothers have responded to the "waisted" shape which makes it easier to grip at bathtime, the company says.

Cussons baby soap can now be found in all Bounty Mother-tobe Bags, say Cussons, who promise a "substantial package" of price promotions and special packs through 1987/88.

# Booklet help from Chesebrough Pond's

Chesebrough Pond's have been supporting Vaseline petroleum jelly, the "generic" brand name and a claimed brand leader for over 100 years, with consumer-orientated projects like the "Vaseline child health care guide".

The guide, available to chemists in a full colour counter dispenser, contains information and advice on the day-to-day health needs of 0-5 year-olds. It helps parents with the recognition of common illnesses, when to seek medical advice, and a includes "crisis file" for emergencies.

The company claims a 70 per cent sterling share of the £5m petroleum jelly market for Vaseline, with 65 per cent usage for babycare.

# Counter-top push for Drapolene

Wellcome have redesigned the Drapolene range, which now comprises 55g and 100g tubes and the 125g tubs which are available in a counter-top tray, the display of which enables pharmacists to enter a free draw that each month offers a prize of a



# When it comes to baby's bottom we're top.

The active soothing properties of Sudocrem antiseptic healing cream make it the ideal answer to nappy rash. Which is why more people ask for Sudocrem than any other healing cream. Sudocrem is top seller in this market\* so give it top display priority. After all, it's not only the undisputed brand leader, it's growing twice as fast as the market. And is supported by an unprecedented £500,000 promotional programme.



# Sudocrem

The No1 brand for nappy rash.



weekend for two at a luxury hotel.

For assistants, a self-study competition offers the luxury weekend for two as a first prize, with 250 £10 Marks & Spencer vouchers for the runners-up.



### Sudocrem now with Pharmax

Pharmax, who have taken over from Tosara as distributors of Sudocrem, say the products is the barrier cream most frequently recommended by health visitors and community nurses, and has a 52 per cent share of branded products.

### Gift time toiletries from R&A

Richards & Appleby have extended their range of First Friends gifts for baby with oval baby soaps decorated with teddy bear transfers



which last the life of the soap. The same design also crops up on a novelty talc shaker. Three separate twisting sleeves will keep baby amused trying to match up the pictures.

### Bunny look for Soft & Pure

New packaging was the key to the Soft & Pure relaunch earlier this year. Robinsons of Chesterfield say their strategy of "Best for beauty, best for baby and fine for all the family" highlights the convenient modern approach of moist tissues alongside traditional cotton wool. Rolls and pleats have been repackaged in blue with rabbits, denoting their suitability for babies.

In the 12 months to June, the company says chemist sector sales are up by over 30 per cent. Robinson estimate that 11.6 per cent of cotton wool sales are exclusively for baby care use, with a further 28.1 per cent for shared adult and baby usage.

# MEDICINE MOVES

Sales of child-specific analgesics are up by around one million packs a year since the withdrawal of junior aspirin in the wake of the link with Reye's syndrome. Wellcome suggest that junior paracetamol products have not only benefitted from a direct transfer from junior aspirin, but have also attracted new users, probably parents previously giving their children full strength aspirin products. The company says volume growth has been primarily in liquid paracetamol products, which have a higher unit price than the former junior aspirin tablets, so the growth in value



has been even more significant, to £8.6m in 1987.

Wellcome claim a combined 70 per cent share for Calpol infant suspension and Calpol Six Plus, with sales of Calpol infant up 28 per cent year on year and Calpol Six Plus up 174 per cent year on year. The company attributes some of this growth to their quick response, with national television advertising, to the junior aspirin withdrawal. And it claims that some research data ranks Calpol above even mainstream products as the biggest analgesic brand in retail pharmacy.

With sugar-free formulations being all the range, Wellcome are quick to defend Calpol's thick syrupy appearance. "Try giving a tired, irritable, fractious teething baby a spoonful of medicine it doesn't like in the middle of the night, and the chances are you'll get more paracetamol on the ceiling than in the baby," a Wellcome executive says. "We believe Calpol is the best tasting liquid paracetamol there is, so children accept it."

The company plans a Winter Press advertising campaign, along the "No time for half measures" theme used throughout the year, in mass market, mother and women's magazines.

For the trade, new POS material, merchandising incentives and a major consumer promotion are all in the pipeline.

Reckitt & Colman's Junior Disprol, in soluble tablet and sugarfree suspension formats, has a claimed 18.3 per cent share of the junior analgesic market. Continuing advertising plans include national television supported by Press advertising in the top women's titles. The company says that the campaign will reach 78 per cent of women with children under six, each of whom will see it at least five times. The product is also being sampled to 4,500 health visitors. For chemists, Reckitts offer shelf talkers and counter leaflets, together with giant size cartons and window stickers.



antage, the quality group for the independent, offers you so much more than meets your customer's eye.

# WHO SETS THE PACE IN INDEPENDENT PHARMACY?



Our Vantage members benefit from a comprehensive package planned to assist in the development, management and running of their pharmacy.

We offer assistance in staff training, shop layout and merchandising and a highly beneficial management information service.

The Vantage brand has been carefully created to offer your customer a comprehensive range of quality products at keen prices with excellent margins for you.

Our main aim is to assist our members in serving their customers and their local community, again and again.

Vantage Department, West Lane, Runcorn, Cheshire WA7 2PE.



ANIAGE

CHEMIST

RIGHT ON PRICE · RIGHT ON YOUR DOORSTEP

# MEDICINE MOVES

Norgine continue to promote Kamillosan chamomile ointment for nappy rash and sore nipples due to breastfeeding, in the professional Press.

The Abidec booklet "Healthy feeding in the pre-school years", launched at the time of the repackage of the brand a year ago, is now available in Urdu, Gujerati, Bengali and Hindi as well as English. The booklet, which concentrates on vitamin information for mothers of the under fives, is available from representatives of. Warner-Lambert say Abidec is the only branded multivitamin on the market that can claim a formulation free from all artificial flavours, colours preservatives.

Pharmax recently launched Infacol, an orange-flavoured opaque liquid, free from sugar and artificial colours, and containing simethicone 40mg per ml, indicated for the treatment of infant colic due to trapped wind. Infacol, which is available on FP10 or OTC, is packed in dropper bottles delivering a dose of 0.5ml (50ml £2.27).

DDD say sales of Dentinox colic drops increased 30 per cent in 1985-86 and have shown a further 33 per cent growth over the last 12 months, helped by the disappearance of dicyclomine preparations from the market two years ago. (Dicyclomine was found to be absorbed and a question mark hung over an association with respiratory problems.) DDD point out that Dentinox, containing dimethicone, acts by surface tension effects to alleviate wind and is not absorbed. The company also claims a 42 per cent share of the baby teething gels market for Dentinox teething gel, containing lignocaine, with sales up 16 per cent in 1986-87.

Crookes Healthcare's Winter support package for Karvol includes full page advertising through the mother and baby Press, national television, posters and for the first time, in the "Bounty Baby Book". A new display unit holds both 10s and 20s packs.

# PRODUCT REVIEW



The new Avent rattle, made from non-toxic polycarbonate. comes in two different styles featuring single and double handles that double as a teething ring. Both comply with BS3443 and all other world standards for rattles, say makers Cannon Babysafe, who claim the rattle is virtually unbreakable, is dishwasher proof and can be sterilised by boiling or cold water methods or the new steam steriliser techniques. Avent rattles (£1.99) are individually packed in strong poly bags.

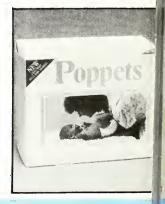
One company fiercely targetting chemists at the moment is The First Years, who claim to be the number one baby feeding, development toys and childcare company in the USA. The First Years (UK) Ltd has a range of over 160 items suitable for the 0-5 year olds, of which 50 are included in an introductory range for chemists. The company recently appointed the chemist sales force of confectioners. A.J. Simpkins Ltd as distributors and are currently offering a range of pegged display merchandisers colour coded by product group. The most recent addition to their

range is a first piggy bank (£2.25). Made from unbreakable plastic and decorated with flowers, money is removed from the base through a screw plug.

With Christmas just around th corner, Cannon's latest novel gift idea — Avent photo links is a set of four interlinking photograph frames, made white melamine to tone in wi nursery or bedroom design (£3.95). "These new accessories may seem out of keeping with the rest of the Avent range, but w feel they complement an enhance our styling philosoph of bold, better-by-desig products," says marketin director Stephen Mooller. Th frames fit together to make fre hangin or arrangements of family tree family circles or family lines.



Robinsons of Chesterfield are extending their Poppets range of baby products with the launch of a stay-dry one-way nappy liner. The packaging for the box of 100 liners (£1.20) complements the rest of the Poppets range. Group business manager Ted Martin says: "Poppets babywipes have always been successful and we aim to build on the brand name in the future. We feel there is room for a complete range of 'change time' products."



■ Ashtons Zorbit say that well over 50 per cent of mums still use towelling nappies either solely or in conjunction with disposables. The company's most recent addition to its range of terry towelling nappies — night time (3, £7.99) crosses both disposable and towelling nappy purchases. Ashtons say their research has shown that many mothers who use disposable nappies during the day opt for towelling at night because of its greater absorbency.

Mendle Brothers' Early Days baby bath measures 71cm by 44cm by 19cm deep and is available in white, pastel pink and pale blue (around £5.80). The polypropylene bath has an integral full-width ribbed soap tray at one end and a hole in the rim for hanging when not in use. The new one size bib, in the same three colours (around £0.60) has a drip tray to catch the "spills", a soft flexible neck band with a six position fastening and gloss finish.



■ Beecham say that new specialised toothpastes for milk teeth can provide chemists with an opportunity to win back part of the family toothpaste business. Macleans milk teeth toothpaste was developed to cope with the specific problems of first teeth



and to assist mothers in cultivating the teeth cleaning

Ashtons Zorbit have used their 30 years experience in the owelling nappy market to produce a Christmas gift set for paby's bathtime. Retailing at tround £10 the set, consisting of a baby bathrobe, baby towel and



face mit, features a pastel teddy motif with lemon edging on the robe.

■ Braun suggest their upgraded handblender, the Multipractic MR300 (£12.95) for use to blend, liquidise or purèe food when weaning baby. The MR300 weighs just 20 ounces, has a 100 Watt motor, and a transparent scaled pint capacity plastic beaker which doubles as an airtight storage container. The MR300 comes complete with a wall holder. "Easy weaning with





Braun" leaflets are available from The Communication Group plc, 19 Buckingham Gate, London SW1E 6LB.

■ Moulinex say their model 531 blender and liquidiser (around

£21) is ideal for preparing homemade baby meals, blending meat, fish, fruit and vegetables in seconds to purées. The 531 has a mill attachment, a 1 litre blender goblet and a one-speed 380 Watt motor.



To satisfy demand among consumers for information on pregnancy and babycare, a number of specialised publications have appeared. C&D takes a glance around the news-stand at what's on offer.

ith 400,000 first time mothers in the UK every year, the market for consumer magazines devoted to babycare is a large one. Analysis of reading patterns among firsttime mums has shown that they are eager for information on all aspects of pregnancy, labour and the first months of their new baby's life.

The magazines that are tapping into this market satisfy that demand, with advice and tips on aspects of health, diet, child care, mixed with fashion, clothes patterns and ideas for keeping babies and toddlers amused.

In the October issues of the magazines, articles ranged from the scientific with a look at chorion villus sampling in Mother (Argus Consumer £0.85 monthly), and a run down on the types of pain relief available during labour in Mother & Baby (Argus Consumer £0.90 monthly) to the generally helpful child care tips on first aid in Under Five (Gainsborough Publishing £0.60 bi-monthly), and potty training in Parents (Gemini Magazines £0.90 monthly), Mother and Mother & Baby.

Getting mothers back into shape after giving birth is another favourite (Parents) as is sex after childbirth (Mother, Mother & Baby). Social problems get an airing too, with working mothers featured in Under Five and Childs Play (Newbourne Group £0.50 bi<sub>-</sub>monthly), and the dangers of arguing in front of a child in Young Mother (Family Publications £0.60 bi-monthly).

On the home front, knitting patterns are a favourite with all the publications along with food ideas for young children and suggestions of good buys in the toy market. Competitions are popular. October's Parents announces its "Smile of the year" while Mother launch a "Dad of the year" contest.

These magazines are also seen by manufacturers as a good medium for sampling, advertising and promotions. Cover mounting is a familiar feature. October's Mother & Baby gives away a 17ml sample of Macleans milk teeth, November's issue will contain a Peaudouce Babykini disposable, October's Mother is giving away 50 Tommee Tippee Sip 'n' Seal cups, while Parents includes a free Peaudouce photo frame card and offers a free Púr feeding set, comprising bottle, two teats and toy bunny, with a year's subscription. One thousand free samples of Cow & Gate's Liga rusks are offered in the current issue of Young Mother.

A run-down of the manufacturers using the Mother & Baby Press in October or joint September/October or October/November issues is given in the table.

# ATCHING THE 'HER & BABY PRESS

The "mother and baby Press" is a focus for much marketing and advertising activity among babycare manufacturers. The following list is compiled from the October issues of Parents, Mother

Farley's Breakfast Timers

Healthcrafts calcium

Johnson's baby powder

Junior Panaleve (Leo)

Junior Disprol (Reckitt &

Karvol capsules (Crookes)

Farley's rusks

Colman)

K-Y jelly (J&J)

Heinz baby food

Mother, grouped under B. Anbesol liquid (Whitehall) Libra towels (Scott) Liga rusks (Cow & Gate) Avent steam steriliser Cannon Babysafe) Baby Fresh wipes (Scott) Calpol Six Plus (Wellcome) Cannon babysafe breast pump Carefree panty shields (J&J) Colgate junior toothpaste Cow & Gate baby food Cow & Gate baby juice Dentinox colic drops (DDD) Discretest (Chefaro) En-de-Kay fluoride (Stafford-Miller)

Griptight) Panadol baby & infant (Sterling Winthrop) Peaudouce nappies Progress (Wyeth) Robinsons baby food Savlon (Care) Stop-Hemo (Windsor) Tommee Tippee Sip 'n' Seal cup (Jackel) Ultra Pampers (P&G) Vagisil powder (Combe)

Weleda calendula ointment

and Mother and Baby, under A, and the September/October or

October/November issues of the

more toddler orientated Under

Five, Childs Play and Young

A B

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